REPUBLIC OF TURKEY
SAKARYA UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES

EXPOSITION TO CONSUMING MESSAGES ON INSTAGRAM AS A SOCIAL MEDIUM- DÜZCE CASE

MASTER'S THESIS

Engin DAĞDEVİREN

Department of Institute : Communication Design and Media
Field of Institute   : Media and Communication Studies

Thesis Supervisor: Prof. Dr. Melih Zafer ARICAN

JANUARY – 2020

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"Bu tez 21/01/2020 tarihinde aşağıdaki jüri tarafından Oybirliği / ~~Oyçokluğu~~ ile kabul edilmiştir."

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LIST OF ABBREVIATIONS

ANOVA **:** Analysis of Variance

ARPA **:** Advanced Project Research Agency

e-WOM **:** Electronic Word-of-Mouth

WOM **:** Word-of-Mouth

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The proliferation of Internet technologies has led to an expansion of new digital communication styles and platforms. Social media tools are among the interactive communication platforms that Web 2.0 offers. The number of these platforms is rising day by day, and some of them have been used by billions of people world-wide. Instagram is one of the most popular social networking and content sharing platform which is used by about 1 billion people. It allows the users to share images and videos in addition to common features of social networking sites. In a world where corporations, brands and advertisements are at the center of daily life, consumption has become the core activity of the people. Any means of mass communication has become a target for disseminating consuming messages and advertisements. The messages have generally been from the corporations, yet with the emergence of different social media tools, they have become autonomous, in other words, consumers now advertise the brands, products, or lifestyles themselves, intentionally or not. In this study, the aim is to investigate the emphasis of consuming on Instagram through the perception of its users within the sample of Düzce. To reach this main aim, a 30-item 5-point-Likert type questionnaire was developed. The content validity was ensured with expert opinions and validity was ensured with a pilot study with 50 participants. The questionnaire aims to find out the Instagram usage habits, Instagram sharing experiences, and the level of exposition of the users into consuming messages. Also, a subdimension of the questionnaire aims to explore the tendency to/perception of popularity on Instagram as celebrities and influencers are the main disseminators of consuming messages. The results show that Instagram is a platform where consuming is encouraged, and it does this through making the users create and/or exposed to consuming messages from either companies/brands or the other users.

Keywords: Instagram; consuming; social media; consumer-generated advertising; consumer society

Sakarya Üniversitesi
Sosyal Bilimler Enstitüsü Tez Özeti

Yüksek Lisans	X	Doktora	

Tezin Başlığı: Bir Sosyal Medya Aracı Olarak Instagram'da Tüketim Mesajlarına Maruz Kalma – Düzce İli Örneği

Tezin Yazarı: Engin DAĞDEVİREN	**Danışman:** Prof. Dr. Melih Zafer ARICAN
Kabul Tarihi: 21.01.2020	**Sayfa Sayısı:** xi (ön kısım) + 123 (tez)+4 ek
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İnternet teknolojilerinin yaygınlaşması, yeni dijital iletişim stillerinin ve platformlarının genişlemesine yol açmıştır. Sosyal medya araçları, Web 2.0'ın sunduğu bu tip etkileşimli iletişim platformları arasındadır. Bu platformların sayısı gün geçtikçe artmakta ve bazıları dünya çapında milyarlarca insan tarafından kullanılmaktadır. Instagram, yaklaşık 1 milyar insan tarafından kullanılan en popüler sosyal ağ ve içerik paylaşım platformlarından biridir. Kullanıcıların sosyal ağ sitelerinin ortak özelliklerine ek olarak resim ve video paylaşmasına olanak tanır. Şirketlerin, markaların ve reklamların günlük yaşamın merkezinde olduğu bir dünyada tüketim insanların temel faaliyeti haline gelmiştir. Bu bağlamda, herhangi bir kitle iletişim aracı, tüketim mesajlarınım ve reklamların yayılması için bir hedef haline gelmiştir. Bu tip tüketim mesajlar genellikle şirketlerden gelir, ancak farklı sosyal medya araçlarının ortaya çıkmasıyla, bu tip mesajlar otonom olmuştur, başka bir deyişle, tüketiciler artık markaları, ürünleri veya yaşam tarzlarını istemli veya istemsiz olarak tanıtmaktalardır. Bu çalışmanın amacı Instagram'daki tüketim vurgusunu Düzce ilinde yaşayan insanların algıları üzerinden araştırmaktır. Bu ana amaca ulaşmak için 30 maddelik 5'li Likert tipi bir anket geliştirilmiştir. Anketin geçerlik ve güvenilirliği uzman görüşleri ile ve 50 katılımcıyla yapılan pilot çalışma ile sağlanmıştır. Anket, Instagram kullanım alışkanlıklarını, Instagram paylaşım deneyimlerini ve kullanıcıların tüketim mesajlarına ne derecede maruz kaldıklarını ortaya çıkarmayı amaçlamaktadır. Ayrıca, ünlüler ve fenomenler tüketim mesajlarının ana dağıtıcıları olduğu için anketin bir alt boyutu Instagram'da popülerlik algısını ve popülerliğe olan eğilimi araştırmayı amaçlamaktadır. Sonuçlar, Instagram'ın, tüketimin teşvik edildiği bir platform olduğunu göstermektedir. Ayrıca, Instagram'da tüketim teşviğinin, kullanıcıların markalardan/şirketlerden ve diğer kullanıcılardan dağılan tüketim mesajlarına maruz bırakılarak yapıldığı ortaya çıkarılmıştır.

Anahtar Kelimeler: Instagram; sosyal medya; tüketim; tüketici tarafından yapılan reklamlar; tüketim toplumu

INTRODUCTION

Communication has always been at the core of human life. Humans have an urge to express themselves to the outer world and they have always seeked different media (plural of medium) to fulfill this need. Humans can not be imagined without communication because even their existence is a kind of communication (Öztürk, 1999, p. 59) such as their body language, clothings and appearances. They always send and receive communicational messages whether intentionally or not. With the help of technological advancements, humans have taken the advantage of new media in addition to conventional oral and written communication they have been performing for centuries.

Today, people communicate to reach information, entertain, get to know a product and/or service, to complete a production and/or consumption activity, and socialize. All these activities had been done via conventional media until the middle of twentieth century. However, with the invention of the Internet, all these activities are now done digitally and interactively on the net. The classical one-way communication done by classical media tools such as newspapers, television and radio has been replaced by two-way communication which has interaction. People, who have been passive receivers of conventional media messages, have gained an active position in which they produce, shape and disseminate communicative messages. The biggest suppliers of this interactivity are social media tools, which are the most widely used digital platforms people spend a lot of time on these days.

Social media, born from Web 2.0 technology, have become an indespansable everyday activity of billions of people around the world. Using social media provides a lot of opportunities to its users such as information, entertainment, buying and selling, socializing, and it has become a powerful tool to present the self. People express themselves to others by sharing their ideas, photographs, videos and daily updates in addition to following and interacting with others' social media pages and posts. There are different types of social media and the number of social media platforms is growing day by day. Every social media platform has different features, focus, and dynamics. The most famous examples of social media platforms are Facebook, Twitter, Instagram, YouTube, Wikipedia, Blogger, WordPress. Instagram is one of the most widely used social media platforms in Turkey and the focus of the platform is photograph and video sharing. The

users express themselves with the images they share on the platform. The number of Instagram users worldwide has reached 1 billion (Newberry, 2019), and this caused the platform to become a target market for promotion and advertising. The main motive behind this research is to investigate whether Instagram contributes to consuming culture by exposing the users to consuming messages, and by making them disseminate consuming messages autonomously.

The term consuming may sound, at first glance, an area of interest for advertisers, economists and marketers; however, in its historical evolution it is an area of interest for media and communication studies. There are two basic reasons for the concept of consuming to become an area of research in this field. The first reason is that consumption has become a tool to communicate, somehow people give or take messages via consuming and consuming items. What people consume may be a sign of social status, prestige, education, culture, and so on. Secondly, as consuming is the result of production, producers must market and advertise what they have produced. Thus, the best mediators to send the consentive messages have always been the mass media platforms and the most populous platforms these days are social media platforms.

Creating and disseminating professional advertisements on different media is one of the most important factors on raising the awareness of products and/or services of different brands and companies. However, apart from this, a different strategy is applied on product promotion and advertising: consumer-generated advertising. According to Mutum and Wang (2010, p. 250), consumer generated advertising is the result of Word-of Mouth (WOM), which can be describes as face-to-face communication among people about the product and/or services. In this direction, the communication among people about products and/or services, about the advantages and disadvantages of owning, using or characteristics of some particular products, services, brands and companies on the Internet is described as Electronic Word-of-Mouth (e-WOM) (Litvin, Goldsmith, & Pan, 2008, p. 462).

The producers and service sector have always sought media to advertise the products and/or services they produce and/or serve. Prior to capitalism, people had consumed the items that were essential for social order and their daily lives, and these items were usually made to order. Those times, the consumer goods were handcrafted and needed time to

produce. However; producers have had the opportunity to produce fast and in abundance with the help of the technical and technological advances of Industrial Revolution. From then on, they have sought media to promote and market the excess quantities of goods they have produced to the masses of people. Chronologically, the most effective media platforms to disseminate consentive messages have been newspapers, radio, television, and lastly the Internet. As mediators of capitalism, advertising and mass media infuse consumers with the ideology of consumption and play an important role in the construction and transmission of certain cultural values. Consuming culture teaches individuals to express themselves with the commodities they have and with the symbols that their commodities have (Featherstone, 2007, p. 112). Thus, there are two different types of actors that fuel the consuming culture on Instagram. One is the producers/service sector/corporations who directly promote/advertise their products/services and create desire owners. The other one is the Instagram users who –intentionally or unintentionally- promote/advertise the products/services they have and the lifestyle they experience to the other users and this way contribute to the consuming culture by creating desire owners.

Purpose of the Study

This study aims to reveal the relationship between user profiles, Instagram usage habits, Instagram sharing habits and the exposition to consuming messages. As mentioned before, not only the companies/producers or brands disseminate consentive messages on consuming, but also the Instagram users, themselves, encourage other users with their photographs and videos of their belongings, lifestyles, places they visit and activities they experience. This study does not specifically focus on what people have and buy on Instagram, but it focuses on to what extent consumption is encouraged on Instagram platform through the perception of Instagram users. Consumption is a frequently used term in this study, but it does not only refer to buying commodities. It also refers to consuming experiences, services and lifestyles such as visiting a place, joining an activity, going on a vacation to a specific place. For this reason, the term 'consuming message' is used to refer a message that creates a desire to buy something, to experience something, and to live the life in a specific manner. Lastly, this study aimes to find out the relationship between user profiles, habits of Instagram use and creating/exposition to consuming messages. This means that exposition to a consuming message is equal to creating

consuming messages. Because, the communication is two-way on Instagram, if a user posts a share about an experience at a famous place, the others are exposed to the message and may have a desire to experience a similar thing, and vice versa. The main purpose of this study is to investigate the relationship between Instagram use and desire for consumption. To reach this aim, data were collected with a questionnaire prepared by the researcher to discover the demographic features of the participants (age, gender, level of income, level of education and occupation), and Instagram using habits of the participants (the duration of Instagram use, the number of daily logins, time spent on each login, total time spent on Instagram daily, the topic of content the users enjoy to follow, and the number of followers on Instagram). Also, data on the perceptions of the participants towards consuming and consuming messages on Instagram were collected in the last section of the questionnaire with a 30 item 5-point-Likert type scale. The relationships and differences between these sections were analyzed and conclusions were drawn.

Problem Statement

Humanbeing is a social creature, and it is impossible to separate individuals from the society they live in. The interaction between individuals, and the common lifestyle between them in a specific territory creates the culture. However; with the penetration of Internet into the daily lives of people, the borders of culture disappeared, and a common culture shared by all world citizens started to take place. Social media has quickly become the number one activity of people on the Internet, and it has contributed the most to the creation of a homogenized mass of people who share similar interests and lifestyles. Staying close to other individuals and interacting with them is the first step to create a common culture, and on social media, this condition is supplied without time and space limitation. People all around the world have a chance to interact and follow each other on social media platforms. After the Industrial Revolution, with the boom in production, a different culture started to shape the peoples' lives: consuming culture (this part is explained in the next chapter). Mass media platfroms such as newspapers, radio, television, and lastly the Internet has helped the spread of this culture to the globe via consentive messages directing consuming. The mass media platforms which can reach the highest number of populations are, no doubt, social media platforms. Of all the social media platforms, Instagram is one of the most used platforms, and compared to other

popular used platforms like Twitter and Facebook, it only lets its users to share content (photograph and video), which is thought to help to create a homogenized culture, rather than plain texts. Seeing other users' photographs and videos about the things they have and the lifestyle they experience must have an effect on creating a desire to have similar things and experiences. The aim of this study is to investigate the relationship between user profiles, Instagram use, and the creating-exposition to such messages directing consumption.

Research Method

This research is designed as a descriptive type of inquiry because it serves the best for the aim of it. Descriptive studies look at individuals, groups or institutions, and try to describe, understand, compare, contrast, classify, analyze and interpret certain kinds of phenomena (Cohen, Manion, & Morrison, 2005, p. 169). These types of research inquiries are concerned with how the present situation is related to some previous events which have influence on it (Best & Kahn, 1998, p. 113; Karasar, 2005, p. 77).

Research Questions

Within the scope of this study, answers to the following questions are seeked.

- Is Instagram a platfrom that encourages consuming?
- Is there a significant difference between Instagram using habits (total time spent on Instagram, number of logins to Instagram, time spent on Instagram daily, duration of Instagram use) and the demographic features (gender, age, level of education, occupation, monthly income) of the participants?
- Is there a significant difference between demographic features (gender, age, level of education, occupation, monthly income) in terms of creating/exposition to consuming messages?
- Is there a significant difference between demographic features (gender, age, level of education, occupation, monthly income) in terms of Instagram sharing habits?
- Is there a significant difference between demographic features (gender, age, level of education, occupation, monthly income) in terms of tendency to popularity?

Definition of Terms

Consuming/consumption: The terms 'consuming' and 'consumption' are used interchangibly in this study. They refer to buying, using, exploiting, and using up a product and/or service.

Consuming culture: This term is used to define a lifestyle based on consuming. In some places, consumer society is also used because this concept is named differently by different theorists and in different studies.

Electronic Word-of Mouth (e-WOM): It is a kind of communication between people about the products, services and companies/retailers they buy them from. In this kind of communication, consumers share their ideas about the products/services they have and report each other their satisfaction, experience and complaints.

Consuming messages: This term is used to refer consentive messages that direct people to buy products and/or services. These messages are sometimes in the format of conventional advertisements from companies, and sometimes in the format of consumer-generated advertisement from other people. It is used to refer a certain kind of message that creates a desire on the exposed person to acquire a certain kind of product, service, experience and lifestyle.

Limitation of the Study

This study is aims to reveal the Instagram user profiles and Instagram using habits. Then, compare the results with the scale dimensions which are 'creating/exposition to consuming messages', 'sharing habits of the users' and 'tendency of the user to popularity on Instagram'. The target population of this research is limited to people above 18 who live in the city of Düzce in Turkey. The samples were chosen among the people above 18 and living in Düzce randomly as it was time and cost effective. The results can be generalized to the target population only. A total of 675 participants accepted to take part in the research, though more than 1,200 participants were asked to attend. The biggest problem while collecting the data was to convince people to volunteer in taking part. Young people volunteered more than old people did. The number of participants dropped while the age of the participants increased. Mostly, people more than 65 years old rejected

to take part in the research and the number of participants who are older than 65 years old is only 14. And only 2 of them stated that they use Instagram. As a result, the data collected from the people older than 65 years old had to be taken out of the research in some of the analysis as the sample size was not suitable for analysis.

Significance of the Study

Social media usage and effects of social media on people is a highly studied area in social sciences. The sudden increase in usage, and the huge number of users require a deeper understanding in the motivations of use, habits of use and purposes of use of social media. This piece of study aims to focus on only Instagram as it is the most growing social media platform in Turkey. Instagram is thought to have more effect on the formation and spread of a consuming culture as the focus of it is photograph and video sharing. It is known and explained in the study that awaring of the existence of something is one of the reasons to create a desire towards acquiring it. After all, people do not have an urge to acquire something they do not know. Furthermore, this study focuses on a wide range of participants in terms of age, gender, occupation, level of education and level of income. The collected data is analyzed to reveal the relationship between usage habits, sharing habits, creating/exposition to consuming messages, tendency of popularity and the wide range of demographic feature of the participants. All in all, with this study, it is intended to fill the gap in the literature about the aforementioned aims from the perspective of Instagram users.

Structure of the Study

This thesis is composed of 3 main bodies. In the first chapter, consuming culture is described in detail. In this context, the reasons behind consuming is explained. Also, the historical turning points of consuming culture is explained in detail. The relationship between consuming culture and media and advertisements is elaborated under a different title in this chapter. Lastly, the theories and criticism toward consuming culture is presented in detail.

In the second chapter, the technological developments behind today's digital world are explained in detail. The development of the Internet, Web 2.0, and lastly the born of social media are explained. Furthermore, because this thesis focuses on Instagram - a kind of

social media - the description, categorization and detailed explanation of social media are done. Lastly, necessary information about Instagram is given, Instagram is explained in detail in a historical sense, and the latest statistics of Instagram is presented.

In the last chapter, methodology, data collection instrument, data collection technique, sample, data analysis procedures are explained. The findings are presented in this chapter in comprehensible tables and necessary explanations are done under the tables. At the end of this chapter, research summary and discussion are given in a simple and understandable manner.

CHAPTER 1: THE CONCEPT OF CONSUMING AND CONSUMER SOCIETY

The word 'consume' means, as Raymond Williams defines, 'to destroy, to use up, to waste, to exhaust'. He also pointed out that the word had a negative connotation as in the example of 'the fire consumed the house'. However; it started to gain neutral descriptions after the predominance of bourgeois organized market where this word has been used as pair of the word 'produce'. So that the pair of the word 'producer' has become the word 'consumer' (Williams, 1983, p. 78).

According to Chandler and Murray (2011, p. 412), consuming is defined as using commodities, services and mass media contents to fulfill our real or imaginary needs. Consumer culture is defined in the Dictionary of Media and Communications as 'a lifestyle or value system in which worth does not reside in people themselves but in the products with which they surround' and 'view of society as being dominated by consumerism' (Danesi, 2009, p. 75).

The consumption concept, in the simplest form defined as using the products and services to meet the needs of individuals, has gained a complex structure after the industrial revolution and has become one of the most referred concepts in defining today's sociological characteristics. The fact that consumption gains a sociocultural dimension beyond being an economic phenomenon (Bocock, 1993, p. 10) is related to the discovery of the potential of products to carry and convey cultural meanings and the conscious use of this potential by the ideological system (Baudrillard, 1999, p. 82).

Consuming may connote buying and selling items; however, in the modern capitalist era, it is not so easy to define it by simple economic terms. In the consumer society, which is associated with the market economy and capitalist system, products are sold to consumers through a number of indicators and symbols, thereby linking the material asset of the product and the values imposed on it, and thus selling the values to consumers. In this context, consumption has gained a symbolic and cultural content as well as its economic contents (Şentürk, 2012, p. 67).

In a consumer society, any negative results of modern and industrialized world are ignored. However, if this negative outcome, somehow, creates an opportunity of

production and profit, it is regarded as existing (Baudrillard, 1999, p. 40). Baudrillard gives the example of the 30 percent loss of daylight caused by the modern multi-stored buildings over the past 50 years in Paris. He states that accountants, at first, behaves as if this fact is external and non-existent. However, if this creates an opportunity to produce more electrical energy, light bulbs, spectacles and so on, it suddenly exists, and moreover it is regarded as a progress in social wealth and production. He summarizes the point of view of the consumer society as "Every article produced is sacralized by the very fact of its being produced. Every article produced is positive, every measurable thing is positive." (Baudrillard, 1999, p. 41).

All living things have 'needs' to carry on their lives. To satisfy their needs, they must consume the resources around them. What makes a distinction between humans and non-humans is that non-humans only consume to survive, but for humans, consumption has had different aims and motives other than just survival. The consumption process not only satisfies the physiological needs of humans, but also satisfies the needs of the social, cultural and symbolic world in which they live.

Baudrillard states that when consumption becomes prerogative for everyone, it will mean nothing. In every era of life, there has always been consuming goods that separate rich and poor. Space, time, clean air, water, greenery, silence were once free and abundant, however, they have been accessible to only privileged in modern times (Baudrillard, 1999, p. 57).

Before starting to explain the concept of consuming and consumer society, it is important to mention about the 'need' as consuming starts after needs emerge.

1.1. Needs

The concept of needs is of vital importance understanding consumer society/culture and has been a key topic of economics, psychology, sociology, consumer behavior, marketing, advertising and, in our case, too, media and communication studies. It is not easy to simply describe and categorize human needs despite a rich literature as humans and their needs are quite complex and abstract. However; there are some points of views on the nature of human needs. Some relate human needs to themes about development, progress, quality of life and human happiness; however, others argue the incapability of

development strategies based on the idea of 'basic needs' and claim that alternative need descriptions and categorizations based on 'capabilities' and 'functioning' are better. Others, again, claim that rational choice and revealed customer preferences are more reliable instruments to understand the concept of consuming (Series, Jackson, Jager, & Stagl, 2004, p. 2).

Needs are described differently according to different realms of social sciences. In psychological point of view, needs are described anything necessary or the desire for anything necessary for the survival of an organism or a desire for some particular thing, activity, or state necessary to the experienced well-being of an organism (Matsumoto, 2009, p. 328). In the description of political sciences, needs are not independent concepts or situations, but they are instruments for other concepts or situations, that is, needs are all the necessities to be fulfilled to do an act or to go into a situation (McLean & McMillan, 2003, p. 315). The philosophical point of view perhaps has the most extensive description of needs. It divides human needs into basic/fundamental and objective needs. The basic needs are the requirements to live a normal life of its kind, they are universal, and the examples are air, water, shelter, cultural wants, desires or preferences they have. Objective needs are defined as the necessary conditions to flourish, rather than simply live, through the core human capacities such as physical and psychological health and freedom (Honderich, 2005, p. 646).

What is considered as a need may change person to person and culture to culture. Humans have been consuming whether willingly or not due to their needs since the beginning of their existence. Like all other living things in nature, humans consume. However; there is a difference between humans and other living things: other living things consume to satisfy their physical needs but humans consume to satisfy their psychological and social needs, too (Bakır & Çelik, 2013, p. 47). It can be said that needs are necessities for living things to continue their lives.

The explanations and categorization of human needs has a long history. Plato stated in The Republic that 'the first need of humans is the supply of food for the presence of life, the second is shelter, the third is clothing' (Series et al., 2004, p. 8).

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Herbert Marcuse (2006, pp. 6–7) categorizes human needs as 'true needs' and 'false needs'. According to him, doing or leaving, enjoying or destroying, possessing or rejecting something is labeled as a need only if they are desirable and/or necessary for the overall society. In this sense, the true needs are the ones which are repressed by the cultural hegemony such as individual freedom, freedom of speech and the capacity to reach the ultimate happiness; the false needs cover all the capitalist-materialist desires which are encouraged by the same mechanism.

Perhaps, the most famous categorization of needs has been done by Abraham Maslow. Maslow (1943) explained that people have a set of needs to motivate, develop and eventually actualize themselves. He divided human needs into 5 categories and created a hierarchy.

Table 1: Maslow's Hierarchy of Needs

The need for self-actualization
The esteem needs
The love needs
The safety needs
Physiological needs

Maslow suggests that in every need category, there is a different personality development and individuals have difficulty in fulfilling the needs in upper categories unless they fulfill lower level needs. When a need is fulfilled, the next need on the upper grade arises and this process goes on until self-actualization occurs (Uysal & Kayhan, 2018, p. 10).

The concept of need has quite complex and abstract nature and it can be easily confused with similar and related concepts such as desires, interests and preferences. Humans prefer when they purchase some products and services, that is, they use their freewill to select the items or services. In this case, desires are defined as all the notions/items which are regarded as benignant or favorable but not indeed basic or fundamental needs. Interest is defined as curiosity or anxiety a person has towards a certain situation or item (Sarıipek, 2017, p. 46).

It is important to emphasize another aspect: Needs are of a social nature because of social relationships, social pressures and necessities to gain and hold a social level. Werner Sombart (2008, p. 15) created another theory about human needs and stated that needs can not be decided simply by the individuals themselves rather they have become fixed and unchangeable after they have acquired certain forms and prevalence over time within various social groups. In a broader sense, the needs include living in a certain way, interacting with others within a certain framework, impersonating a certain personality, performing certain actions, or achieving certain goals (Slater, 1997, p. 86).

1.2. Beyond Needs: The Creation of Desires

Consumption is becoming more related to desires than needs (Baudrillard, 2002, p. 50). Desires are defined as the attributes, levels of attributes, and benefits that the consumer believes will lead to or are connected with higher-level values. (Spreng & Olshavsky, 1993, p. 171). Robert Bocock (1993, p. 3) states that consumption is a set of social and cultural practices and it has served to the legitimation of capitalism in the eyes of millions of ordinary citizens, and he also stresses that in the societies under the effect of western capitalism consumption is associated with desires via the usage of signs and symbols to sell products. In our age, desires are more determinant in consuming as they are more extensive and decisive than needs. In this respect, people may have a desire for items or services they do not actually need.

According to Adam Smith, there are unlimited wants of human beings but scarcity of resources (Smith & Stewart, 1963). Capitalist model of production is based on endless needs, however; are the needs truly endless? Under the example of an average person, we have to separate 'needs' from 'desires'. An average person has limited needs but unlimited desires. It can be said that needs are about physiology, but desires are about psychology (Pekcan, 2003, p. 525). In this respect, in the capitalist model of economy, in order to gain profit, the products are marketed as if they are needs -after all nobody wants to buy something they do not need.

Campbell (2019, p. 236) argues that in order to purchase something, a person changes a 'want' into a 'need' after a short self-conviction and justification in his/her own mind. He gives an example of a woman shopping in a department store. The woman finds a nice

dress for a reasonable price which fits her, but she remembers that she is there to purchase something different not this piece of dress. However; she starts commenting to her friend about the dress and she tries to convince her friend about how much she needs it. Campbell states that this speech is not about convincing her friend but herself and it is a mechanism to rationale the purchase.

People have always been surrounded by other people such as family, friends or neighbors. However, Baudrillard thinks that in our modern world, affluent people are surrounded by objects. According to him, the ecology of human species, contrary to its nature, is having a mutation caused by a kind of fantastic conspicuousness of consumption and abundance, constituted by the multiplication of objects, services and material goods (Baudrillard, 1999, p. 25). People are consuming not because they have a need but because they have obsessions towards owning. Gadgets, which were described as new and entertaining but most of the time unfunctional items, have a big role in this mutation as they are designed to wear off and become obsolete contrary to the items produced to endure for ages throughout the history. Baudrillard's own statements best describes this situation:

> "We live by object time: by this I mean that we live at the pace of objects, live to the rhythm of their ceaseless succession. Today, it is we who watch them as they are born, grow to maturity and die, whereas in all previous civilizations it was timeless objects, instruments or monuments which outlived the generations of human beings." (Baudrillard, 1999, p. 25)

Baudrillard considers consumption as a form unique to industrial society and rejects the idea that consumption is just the act of satisfiying needs. According to him, consuming is not the passive act of purchasing goods by selecting from the alternatives in the market. Baudrillard sees consumption as an active form of relationship not only with objects, but also with society and the world, a world of systematic activities, and a way of responding to all problems (Baudrillard, 1996, p. 200). At this point, Baudrillard and Bauman have the same opinion. Bauman draws attention to changing priorities. According to Bauman, the consumer of a consumer society is a completely different creature than any other society seen so far (Senemoğlu, 2017, p. 70).

1.3. The Process That Has Shaped Modern Consumer Society: Industrialism and Post-Industrialism

History has witnessed the society to transform from hunters-gatherers to farmers living in rural areas, from farmers to urban citizens earning their lives through different professions, from producers to consumers, and so on. The 21st century has whole new social dynamics compared with previous ages and, surely, the years to come will have revolutionary effects on society. To explain the history of a phenomenon, it is possible to go back to the beginning of time; however, it is not necessary and possible. Although the roots of the consumer culture cannot be determined exactly, some scholars (Braudel, 1981; McCracken, 1986; Mukerji, 1983; Williams, 1983) agree on the idea that the foundations dates to the 18th century, when the industrial revolution started. It is not wrong to say that the consumer culture started in the west in the late 20th century as researchers (Campbell, 2018; McCracken, 1986; McKendrick, Brewer, & Plumb, 1985; Mukerji, 1983) have agreed upon it. The exchange and flow of goods, capital, knowledge, information, images and people between nation-states have given rise to communication processes and therefore triggered a global cultural homogeneity and integration (Featherstone, 1990, p. 1).

Many records of the new and rapidly expanding world of consumer goods, particularly in the West, with regard to the mass increase of consumption indicate a striking wealth, particularly in the diversity of consumer goods such as coffee, tea, tobacco, imported clothing, paints, new foods and fruits, goods such as porcelain plates, curtains and mirrors brought from the colonies. This new world of goods presented to people's uses and desires has reached a wider variety and has been complexly differentiated by price and quality. The most important point to emphasize is that the industrial revolution has had an absolute impact on the consuming culture. Consuming parallel with production has increased with the industrialization movement. More and more goods have been produced in the mechanized factories and presented for the desires and uses of the masses.

In the fall of 1792, British machinery yarns were presented for the first time in European markets and exhibitions. The smoothness, cheapness and the abundance of goods in sale surprised everyone. The twisting of cotton yarn in the machine is a simple task, but at the same time, there is a revolution behind it which we call today the industrial revolution.

This revolution is the transition from the traditional handcrafted world to the mass production of goods using machinery (Freyer, 2014, p. 26).

Industrial revolution was a huge step in the history of mankind, and it was not simply producing goods with the help of machinery, but it was also a big change in the human's way of thinking and perspective of life and productivity. People, together, codified and shared the technic, the mystery of craft, which remained secret for thousands of years. They created applied knowledge by transforming experience into knowledge, apprenticeship to textbooks, secrets to methods, and this caused the evolution of society and civilization all around the globe (Drucker, 1993, p. 26).

Until the beginning of the industrial age, countries were divided into many limited, enclosed regions and life went on in these areas. These regions, with their integrity and connections, and with their usual order and institutions had unique appearances. The villages in the vicinity of a city would establish a natural and organic order of life where only the things needed were exchanged; trade with distant places and people only added a very little goods to the marketplace (Freyer, 2014, p. 29). The requirements had to be met in accordance with the position of the people, that is, from one social category to another. There were two distinct lifestyles and two segments of the pre-capitalist era: the masters and the mass of people; the rich and the poor; the seigneurs and peasants; the artisans and shopkeepers; people who lived free and independent without any economical income and people who produced (Sombart, 2008, p. 16).

In no time in world history, the world we live on has changed as quickly as in the 19th century. This change has not only happened in places where industry has settled down with its factories and millions of people flowing into cities where the factories are planted but everywhere, in mountains, in valleys, in jungles, in seas and oceans, and even in deserts (Freyer, 2014, p. 28). The concept of industrialism and industrial society dates to the beginning of the 19th century. The term is now in everyday use; however back in those times capitalists and socialists had a disagreement with the definition of this society. Capitalists attributed a collective increase in wealth to liberalism, but socialists disagreed this idea for it hides the conflicts between classes. However; a common definition can be made for this society: a society that struggles to produce more in the most efficient ways

possible by modernizing their production techniques and instruments and organization of work in parallel with scientific advancements (Aron, 1972, p. 163).

According to Rostow (2012, pp. 259–264), three forces started the industrial revolution.

1. The mercantilist policies of governments, which indeed were not very different from that of previous empires or even ancient Greek cities, led to a series of events. First, governments closed small closed markets which were the places for trade in medieval Europe. Secondly, these governments encouraged industry, especially war industry, such as production of uniforms for soldiers, gunpowder and warships. Thirdly, they encouraged trade with a passion for earning foreign exchange. Lastly, they encouraged science and scientists as they observed the inventions thinking that they would be useful. The Royal Society in England, Science Academies in France and other countries were promoted by governments.

2. The second force that created the industrial revolution was trade revolution, theorized by Marx and others. According to this idea, the revolution that shifts from trade to industry and created the entrepreneurs who started the industrial revolution was the over expanding trade volume of 17th and 18th century. At the same time, the development of trade and industry also led to the expansion of cities and urban populations and had a special impact on the development of new technologies.

3. The revolution and accumulation in science contributed to invention and innovation. People started to have the idea that they could understand and estimate nature and even control it for their own sake. Also, the scientists were not only mathematicians but also researchers and experimenters. They needed new tools such as thermometers, barometers, telescopes, microscopes and so on. Thus, they did something that was never done before: they worked together with tool makers and inventors. For example, James Watt, who invented and perfected steam engine, was a tool maker working with scientists. Furthermore, scientists, tool makers, inventors and businessmen [sic] started to gather together in various clubs such as The Royal Society.

He also pointed out that feudal states were far from creating sufficient markets for industrialization. The emerging modern nation states created a convenient environment for industrialization (Rostow, 2012, p. 266).

The old technic including the one in the 18th century dated back to Ancient Greek 'techné', which meant a special art or ability, a special power to do something (Freyer, 2014, p. 37). Before the invention of steam engine by James Watt in 1768, the motive of people to design, invent, or do something was their willing and ability to do something they wanted. If people were able to and willing to do something, they did it. However, after the invention of the steam engine, people gained huge powers they could not generate using their bodies or animals. Since people gained this power, they have been trying to develop it and gain more and more power with the help of new technology. Thus, the main motive behind designing, inventing and doing something changed into the power and might to do something. People have been producing or doing something just because they have the necessary power and might (Freyer, 2014, p. 38).

Producing goods and doing tasks with hand and/or animal power is hard and takes a lot of time compared to doing them using machinery. After people started production using machines, all they had to do was to check and maintain the machines. However; it was the change in the meaning of 'techné' that triggered mass production and made modern Capitalism inescapable and dominant. The craftsmen could not supply the goods that the public demanded after they got accustomed to cheap and abundant products made with machines. Concentration of production was needed to meet the demand so factories were planted (Drucker, 1993, p. 26). People started to change from craftsmen into workers in factories after getting educated about using machines and/or working in cooperation with them.

Technical advancements have grown exponentially since the beginning of industrial revolution in early 18th century. However; the part that is in the core of this study is how the industrialization have triggered a society keen on consumerism. As aforementioned, the change in the production method, from manual and craft-based to machine-based created a change in the mentality of the society. People have begun to think that they produce not because they have the ability and interest but because they have the might and the power to do it. The economic growth and abundance of commodity have liberated

people from struggling hard to work and survive; however, people have not been liberated from their liberator. In other words, the commodity's independence has spread to the entire economy it now dominates (Debord, 1992, p. 20). In fact, it wasn't until two advancements occurred for materials to dominate the world: Taylorism and Fordism.

Frederick Winslow Taylor (1856-1915) applied knowledge to the study of work, analyzed work and became an engineer of work, and eventually Productivity Revolution began (Drucker, 1993, p. 30). Taylor explained how to maximize employer efficiency and thus production efficiency with illustrations in his famous book Principles of Scientific Management. The motives of Taylor publishing this book were:

1. To prevent the inefficiency of work and the loss of the USA.
2. To convince the readers and the president of the USA (Franklin D. Roosevelt) that the solution to the inefficiency problem lies in systematic management rather than searching unusual and extraordinary men.
3. To prove that the best management is a true science and it is applicable to all walks of life, from simple individual acts to corporate management, with the help of well-defined laws, rules and principles (Taylor, 1911, p. 2).

Taylor believed that with enough training and development in an establishment, any individual can reach his [sic] most efficient performance and can do highest-class of work (fastest pace and with the maximum of efficiency) within the borders of his natural abilities (Taylor, 1911, p. 7). Thus, he stated that the most important objective of employers or managers is to supply the necessary training and development to their employees. After Taylor's ideas and principles were applied to work, productivity began to rise 3-4% every year exponentially and it means approximately in every 18 years it doubled leading to an unprecedented expansion in production which then, in time, has led to the increases of standard of living and quality of life in developed countries (Drucker, 1993, pp. 34–35).

The increase in living standards and quality of life meant more purchasing power and increase in leisure. People, gradually, could earn more thanks to becoming skillful and professional but also working less as in the illustration of Taylor himself:

The truth of this fact is also perfectly clear in the case of two men working together. To illustrate: if you and your workman have become so skillful that you and he together are making two pairs of shoes in a day, while your competitor and his workman are making only one pair, it is clear that after selling your two pairs of shoes you can pay your workman much higher wages than your competitor who produces only one pair of shoes is able to pay his man, and that there will still be enough money left over for you to have a larger profit than your competitor (Taylor, 1911, p. 5).

It is possible to say that at the age of liberal capitalism, which is at the beginning of industrial revolution, workers, who were most of the population, only consumed enough to reproduce their labor powers to be able to work for another day. In other words, workers were not potential customers in the market. Fordism came on the stage of history for a new accumulation regime in which workers were considered not only as producers but also as consumers (Durmaz, 2015, p. 129). The iron law of worker wages dictated the 19th century until Henry Ford's model. In the iron law, the employers or capitalists paid the workers as minimum as possible to gain the maximum profit, however, Henry Ford applied a different model in which he produced more materials at reduced costs in his factories and gained more profit so he could share some of the excess profit with the workers. This caused a boost in sales and profits, and eventually led to prosperity for everyone (Kincheloe, 1995, pp. 75–76). In this model, working class was considered as the most important consumer mass in addition to being a factor of production expenses. After the working class joined the consumers in the market, the number of consumers increased rapidly compared to previous periods. As a result, the act of consumption has ceased to be a privilege of the ruling classes, and the production of mass consumable products has gained importance (Bocock, 1993, p. 30).

What Henry Ford (1863-1947) did was beyond applying assembly lines in factories which led to a high speed and massive production. He also applied the scientific management technique of Taylor to the factories, that is, any person whether talented and educated or not, could join the production process after getting the necessary training enough to complete his task in the production line. However, the biggest impact of Henry Ford, and Fordism, on the transformation of the masses into consumers was that he, and this model of production, decreased the prices of the products (in Ford's example: cars). Henry Ford produced the first cheap car, Model T, in 1907 - however, it wasn't cheap compared to today's conditions. It cost $750 and took all the earnings of a full-time worker in three to

four years (Drucker, 1993, p. 35). Suddenly, working class started to have dreams of buying a luxury good just like the ruling classes and aristocrats. As a result, they saved money to buy it and realize their dreams, and from then on, as the prices go down every passing time, they have had new dreams of buying another luxury good that they produce in factories.

According to Bell (1976, p. 66), mass consumption, which began in the 1920s, was made possible after a revolution in technology, simply the application of electricity to household chores such as washing machines, refrigerators, vacuum cleaners ans so on. He also adds that alongside the technological revolution, three social inventions triggered mass consumption:

- mass production in an assembly line, which made cheap automobiles possible,
- the development of marketing, with which producers and marketers identified and sorted buyer groups and created marketing techniques to whet their apetites,
- and the spread of installment buying, which broke the fear of having debt.

Industrial revolution wasn't an immediate revolution. It started in 17th century and with the help of mechanized factory system rooted from the studies, ideas and investments of Taylor and Ford, dominated the world and shaped the dreams of the people. The mechanized factory system has led to such vast quantities of production and such rapidly diminishing cost that the production was no longer dependent on existing demand on the market, but it started to create its own market (Hobsbawm, 1996, p. 32).

Mass production was reached during the Fordism period, and there was a need to establish standard consumption patterns in order to maintain the balance in this production. Mass production also required mass consumption to continue its existence and consumers should be willing to have standardized products (Murray, 1989, p. 46). Mass production means both mass consumption and standardization of products; this means a commodification in culture and a brand-new aesthetic (Harvey, 1992, p. 135).

With the deterioration of the old manufacturing infrastructure and the proliferation of new information technologies since the 1960s, the mode of production began to change, and the concept of Post-Fordism emerged. The concept of Post-Fordism has been described as "a world in which new technologies and economic markets have made it possible to

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break away from the mechanized form of production and, by extension, from social conformity" (Danesi, 2009, p. 126). What Post-Fordism offers in a broad sense is to develop a consumption-oriented strategy by persuading consumers to adopt new lifestyles. Post-Fordism is the era containing mass production, mass consumption, standard goods, large and central industrial enterprises. In this era, consumers started to recognize the world outside their existing lifestyles and tend to more consumption (Odabaşı, 2017, p. 27). Fordism and Post-Fordism are therefore not only economic developments, but also closely related with deeper and wider cultural and social developments. It is possible to say that Post-Fordism is the main cause of cultural change in society. If there is Post-Fordism, there is cultural change as well as economic change. Culture is not as superficial and decorative as pastry cream and is as material as words and the world (Hall & Jacques, 1989, p. 12). In a culture driven by consuming, individuals clearly show the desire and tendency to product differentiation, which has shortened the durability of products and accelerated the change of models (Odabaşı, 2017, p. 25).

With the transition to post-Fordism, a culture ruled by consumption emerged and started to dominate the world because of abundancy of goods, and due to this, new sales were created by creating new needs. With the flexible production brought by Postfordism, the individual's work and non-work time are separated from each other with clear lines. Thus, the main determinant of the activities performed by individuals outside of work was leisure time and consumption culture began to flourish. In an effort to make use of his spare time, the individual started to look for new meanings and found the answer in 'consumption' (Sine, 2017, p. 268). Moreover, this period has led to the emergence of a segment that exhibits consumption habits in order to develop a sense of identity (Veblen, 1922, p. 68). In the post-Fordist era, consumed goods and services have shaped the social relations on the one hand and have had decisive effects on individual behaviors. These developments show that a new consumption logic has been formed (Karakaş, 2006, p. 3). This logic can be summarized with the idea of Illich (1977, p. 59): "The consumer society is dominated by the idea that people are born as consumers and that they can achieve all their objectives by purchasing goods and services.".

1.4. Consuming Beyond Products and Leisure Time

Besides being an economic problem, production has become significant with its cultural dimension, and commodities have been consumed not only as objects but as indicators, images, dreams and pleasures. (Aydın, Marangoz, & Fırat, 2015, p. 28). Capitalism has been the cause of important transformations in the political, economic and cultural spheres after the World War II. The consumption phenomenon, which is one of the different sources that make up the cultural structure, has changed in the process of cultural restructuring and has become a subject of discussion. The new capitalism has now shifted its support for the production processes to the fields of consumption, demanding that people spend the rest of the time they devote to work for consumption. The goal of capitalism is to use leisure time purposefully and to create new ideologies, value judgements and convictions. Capitalism, which has become a hegemonic power, tries to adopt the situation to the masses through different channels (Aytaç, 2004, p. 116). In this context, social media are ideal tools that can reach and influence many people because of their flexibility of use without time and space limitation, and the coverage of a huge number of populations.

The concept of leisure time is relatively new because it came to existence with the Insdustrial Revolution with which a regular working concept was born. People in pre-industrial times were named as 'natural human', and the society in those times were named as 'natural society' by Werner Sombart (2008, p. 21). During those times, people didn't have standard working hours as the production and consumption rates were not as high as in today. Lesiure time can be defined as the time that people have after they fulfill their tasks about their occupation, family and surrounding, and that they can spend with freewill to rest, entertain, educate and train themselves (Şentürk, 2012, p. 66). With the industrial society, new social dynamics has been founded in the center of which working takes place. Unlike pre-industrial times, people work regularly, and mostly for long hours to earn their lives. The time remaining from work is evaluated as leisure time, and most of the time, people are encouraged to spend the money they earn by working in their leisure time. A society in which people spend their leisure time consuming products, services, places and experiences is observed all around us.

Thornstein Veblen (1922, p. 23) described a society that started to behave idle in the time remaining from agricultural and industrial production. He claims that the birth of a leisure class coincides with ownership. Whether for physical needs -physical comfort-, or for higher needs -spiritual, aesthetic, intellectual, fashion-, people own things and express themselves with what they have (1922, p. 25). He also adds that, the ownership simply results from emulation, and more emulation means more consumption (1922, p. 26). This process of owning more things is expression of richness and is a sign of prestige. According to him, there is no meaning of acquiring a possession if it is not seen by anyone. The book 'Theory of the Leisure Class' first published by him in 1899 is still a valid description of today's social characteristics, but this time, it is easier for the members of society to show their possessions, services, experiences and lifestyles they have with the help of social media.

According to Guy Debord (1992, p. 22), a French anarchist and film maker, the need for labor in production has shifted down after the technological advancements. This has created the problem (of preserving labor as a commodity and as the source of commodity) that needs to be solved. The birth of service sector, also named as third sector, has solved this problem. According to him, it is the job of service sector to praise the commodity and to distribute commodities/services that are made with little effort and most of the time unnecessary. However; it does its part in creating new jobs and satisfying people while they spend their leisure time. In this context, the spectacle (a term coined by Debord while describing the modern world which is ruled by commodities) continues, and people are convinced that they need something they do not really need, and by this way profit is made somehow. The birth of service sector has made it possible to consume places, services and experiences apart from consuming products only.

Advances in science and technology at different times in different geographies and societies of the world, increasing urbanization rates, demographic changes that occur due to rapid population increases, technical infrastructure changes and production approaches that shorten working hours increase the leisure time in society (Şentürk, 2012, p. 66). It can be said that the prosperity of people has led more consumption of goods and products. However; this increasing leisure time has led more consumption of things beyond products such as places, services and experiences. With the extra free time they have,

people tend to go on vacation to different destinations, go to a restaurant to have a good dinner, go to a café to enjoy a cup of tea/coffee, visit a famous historical place to broaden their general culture. Furthermore, it is a well-known fact that, with the extra time they have, they use social media. They share posts about their ideas and daily lives, follow the people on their network, and interact on social media. Combining the theory of Veblen and the present situation of today's people, they either share their lives, or they are exposed to messages from other people.

CHAPTER 2: TRADITIONAL MEDIA, SOCIAL MEDIA AND INSTAGRAM

2.1. Traditional Media

The word 'media' comes from Latin words 'mediae (plural of medium)' which means 'belonging to public'. This term is used to cover all the media tools that can make mass communication possible such as newspaper, radio, television and the Internet (Polat, 2018, p. 50). The media tools are related to the production, storage, reproduction and distribution of symbolic forms meaningful to individuals because of the messages they carry and convey, and in all societies in every period of history, people (from the use of primitive language to the latest developments in computer technology) have made such production, storage and transmission (Aymaz, 2018, p. 128).

Mass communication is a phenomenon in modern world which is relatively new and developing at a stunning speed. This phenomenon started with the invention of printing press and increase in overall literacy. The development of mass communication occurs at a certain stage in the development of societies. Mass communication tools, in this respect, have been developed in parallel with the development of modern societies. During this process, mass communication tools and institutions have become elements of social, political and corporational power. With the development of the Internet, Web 2.0 and social media, mass media tools can be separated as 'traditional (conventional) media' and 'new (social) media'.

Traditional media are the tools of communication and still in wide use across the world. Among traditional media tools are newspaper, radio and television (Odun & Utulu, 2016, p. 58). Before the penetration of the Internet (social media), the most effective means of mass communication were these media tools. After the inception of the Internet in peoples' lives, they are now called as 'traditional'. The adjective 'traditional' does not mean they are not in use; however, it gives an implication of an inferior level of communication. Throughout the history of humankind, communication has always been the core activity. People have always sought new and more effective media to express themselves to the outer world. Thus, they have always moved from a medium to a more superior one that has more complex features and that offers more advantages. In this

context, after the invention of new media, acceptance of it in a relatively short time by the majority of the population all over the world is not a coincidence.

The most important aspect of traditional media is that channel selection is important in message transmission, but the source and receiver do not establish a direct relationship. Source or decision-makers, such as the chief editor, page editor, director often check the message or content to be sent. Therefore, there is one-way communication. Interaction is limited and indirect. It is difficult for the audience to develop an attitude and interact with the message from the source. Newspaper, radio and television, all of which are communication media in the form of one-to-many, where individual products or programs are distributed to mass users. The presentation of news to such audiences is also a matter of deciding what is most likely to be expected and desired by most readers, listeners or viewers. The audience's choice is limited to the choice of the medium and the news product. Once the communication channel is chosen, the readers, audiences or viewers have to accept what the medium offers them (Çakır, 2007, p. 124). From this perspective, traditional media have a power to direct the preferences and liking of the society. Under this title, the developments of newspaper, radio and television as traditional media are summarized in a historical sense, and the comparison of traditional media and social media is done.

2.1.1. Newspaper

Newspapers are media tools printed on a regular basis (most of the time daily) and distributed to the society in multiple copies (Turow, 2009, p. 300). Newspapers, which are the first tools in mass communication, have certain characteristics. First, they can be easily used without intermediary devices or other technologies, such as in radio or television. Secondly, they can be carried anywhere and any place. Third, news archiving can be done easily. Finally, the news in the content is permanent and they can be regarded as historical documents (Brent Museum, 2006). The earliest forms of newspapers were far from similar to what we consider newspapers nowadays, and they were prepared to report important news and announce important events. The first examples of these date back to Roman Empire and Han Dynasty in China as early as 200 B.C (Brent Museum, 2006, p. 3). The technical advancement which led to the creation of modern newspapers was the invention of printing press in 15th century by Gutenberg (Gürcan & Kumcuoğlu,

2017, p. 151). With the help of the advancements during industrial revolution, the speed of production of newspapers increased and the costs decreased.

The invention of printing press was the turning point for modern newspapers as aforementioned, but they didn't become widespread until 1800s because of the political pressures by the authorities as they regarded newspapers as potential threat to their realms. Also, the price of newspapers was an obstacle to be overcome (Turow, 2009, p. 300). By the 1830s, with the invention of steam-powered cylinder press (could press 20.000 sheets an hour) by Hoe and company, and with the reducing paper prices, the cost of an ordinary newspaper dropped to one penny, which meant that even the working-class people could afford to read newspaper.

Newspapers were a reason for the increase in literacy. Mass literacy has been a result of printing press and newspapers in 18th and 19th centuries in western Europe, and it spread to much of the world form this location. The gradual improvement in literacy among people led to more newspapers and the number and coverage of newspapers skyrocketed until today. The invention of telegraph, telephone, typewriter and photography in the 19th century, and the introduction of all these new technologies in journalism, made the newspaper a mass communication tool using these technologies. However, according to Marshall T. Poe, there was a resistance towards literacy in people as, he suggests that, humans have been evolved for speaking and listening, not for reading and writing. Perhaps, this is the reason for the radio, the next most effective mass media tool following newspaper in chronology, to become widespread much quicker than newspapers (Poe, 2011, p. 114).

2.1.2. Radio

A researcher studying on the history of techniques in communication will have difficulty in distinguishing revolutions, especially in the 19th and the 20th century. What he/she can find out is a continuous progress and advancement on behalf of media tools in communication technologies. Among these advancements are invention of telegraph in 1837, invention telephone in 1876, and start of radio in 1899 (Barbier & Lawenir, 2001, p. 130). All these media tools stem from a single advancement in modern science; changing electricity into electromagnetic signals. The foundations of radio were laid by

James Clark Maxwell when he discovered and made first experiments on calculating the length and speed of radio waves in 1864. The other scientists who contributed and made the radio close to reality were Heinrich Rodolf Hertz, Oliver Ladge, Alexander Popoff, Augusto Righi. However, the first person who managed to send the radio waves to a distance as far as 4 kilometers was Marchese Guglielmo Marconi, who was a student of Righi. In 1897, the distance was extended to 20 kilometers, and in 1901, the signals were sent transatlantic from England to the United States. However, sending and receiving human voice from an amplificator similar to a telephone was possible after the invention of Audion vacuum tube by Lee De Forest (Arabacı, 1999, p. 134).

The first radio station was established by Marconi in 1919, but the first permanent station started broadcasting in the United States in 1920. Furthermore, while in 1921, only 4 radio stations existed in the United States, only one year later, in 1922, a total of 394 radio stations were broadcasting (Arabacı, 1999, p. 134). In Turkey, the first radio broadcasting started in 1927 by Radio Telephone Turkish Incorporated (Telsiz Telefor Türk Anonim Şirketi - TTTAŞ), which was a foreign firm, in İstanbul. Later that year, Ankara Radio was established, and the possession of radio was hold by the government (Erdoğan, 2011, p. 353). Today, all around the world, in each city of any country, there are radio stations broadcasting day and night.

2.1.3. Television

The first commercial television broadcast started in the United States in 1946; however, the idea and experimentations date back 1880s in Germany. They continued to take place in the United States, Scotland, Russia and other countries for the following several decades (Turow, 2009, p. 506). The first regular broadcast started in a special studio in Alexandra Palace, London, England in 1936. This awakened a huge interest, but the broadcasts could not be viewed by many people because of the limited number of receivers (Aziz, 1981, p. 14). The second country that started television broadcast was the United States when they broadcasted sceneries from World Fair in New York in 1939. The development in the technology of television and broadcasting continued in a relatively fast pace. However, the event that created an extra delay on the development and commercialization of television was World War II. 62 million people in the United States listened to the speech of the president Roosevelt about Pearl Harbor attack on their

radios (Hilliard & Keith, 2005, p. 92). Thanks to the news and anouncements about the war, radio had its golden age during war period, but television could not penetrate the lives of people due to strict regulations on broadcasting policies because of the war. After this crisis, when the freeze in new licences ended in 1950s, people rushed into the stores to buy televisions in the United States, and almost two-thirds - 64,5% - of all households had television by 1955 (Turow, 2009, p. 506). The diffusion of the television in the society was faster compared to radio, which reached this ratio in 1940s after 30 years of its invention (Hilliard & Keith, 2005, p. 90). The fact that television appeals to two senses of the viewers – seeing and hearing- has made it a popular mass media tool, and today, it is impossible to find a country without television and television broadcasting.

The interest in television started in 1930s in Turkey in parallel with the rest of the world. Some magazines wrote about this new innovation, and a curiosity towards it started in people. However, the first television station wasn't planted until the end of the 1950s. The reason for this late penetration was the result of both radio broadcasting and the government pressure on maintaining the radio as the most effective mass medium (Süleyman, 2014, p. 489). The radio broadcasting and programmes were relatively new and the diffusion of radio was not completed in Turkey during those times. Furthermore, despite the promises from the government on the objectivity of the radio, it was later used as a government organ, and used for this purpose (Süleyman, 2014, p. 490). Thus, the government, at first, was reluctant to construct television stations. In this direction, the first experimental television broadcast was started in 1952 by İstanbul Technical University. Later, in 1964, Turkish Radio and Television (TRT) was founded, and the control of the television was handed by the government. From then on, after the colour transmission, new technologies, and commercial television channels, a whole new dimension started in Turkey. Today, almost all the households have at least one television.

2.2. Media, Advertisements, and Consuming

The mass consumer society that we are experiencing today has its roots in the 19th century when a common culture was created via newspapers, advertising, and schools which formed experiences, knowledge, and icons that created common bonds among people (Spring, 2003, p. 1). According to Ritzer (2005, p. 6), production, distribution, advertising, marketing, sales, individual taste, style and fashion are the phenomena

related to goods and services, and altogether they are the means of consumption. As one of the important mediators of the message transmission process, advertising imbues consumers with the ideology of consumption and plays an important role in the construction and transmission of certain cultural values.

The boom of production after the Fordism and Taylorism applications has led to an abundancy of goods and materials. Before the mechanized and organized factories, the production had been based on existing demand from the market. However, after the boom, the production has no longer been dependent on the demand, yet it started to create its own market through marketing, media and advertisements. Advertising is one of the 'new' commercial techniques used by retailers to sell the growing amounts of goods. Advertisers contruct 'persuasive' or 'rhetorical' narratives by which advertising becomes the signifier of an emerging consumer society. (Lyna & van Damme, 2009, p. 100). The key to the creation of a mass consumer culture lies in the professionalization and expansion of advertising in the late 19th and early 20th centuries. The role of advertising was to prompt new desires and to convince the buyers that the products they already have are unfashionable, so, obsolete. Advertising profession transformed buyers making rational choices among the functional products in the free market into consumers making choices associated with irrational emotional bonds with specific brands and/or products (Spring, 2003, p. 2).

Culture is, anthropologically, everything that a human act in an effort to accommodate with the environment. It is the sum of a one's values, judges, beliefs, habits and behaviors, in short, it is the lifestyle. One creates almost all his interests in life with the influence of the social environment in which he lives. Furthermore, this anthropological knowledge presented and acquired through consumption plays a major role in the formation of culture. The individual learns the culture that he/she should have by living in the community to which he/she belongs in order to comply with the wishes and expectations of the community and transfers them from generation to generation. Thus, they are recognized as a member of the community. In this respect, each culture has attitudes and behaviors stemming from its own production-consumption relations. This approach, which is conceptualized as culture in anthropology, has changed due to the developments in communication and information technologies in today's social life. The reason for this

is that not only the family or the environment in which the individual is connected, but also the developments in information technology influence the consumption habits of the individual. Therefore, this new understanding of culture, which emerged with globalization, is also reflected in consumer habits and affects the individual's lifestyle and consumption (Nar, 2015, p. 944). Social media are the most effective influencers of people's consumption and lifestyles because they are used almost globally, and the users are vulnerable to consuming messages from either brands and corporations or each other.

Advertising has an important field of activity in the life of people both in terms of sector and society. This area of activity is in a direct relationship with the speed and ability of mass media to spread throughout our lives because mass media (television, radio, and the Internet) are the most effective places for presenting the advertisements.The roots of advertising can not be known exactly but it is safe to claim that advertising has been around for as long as there have been goods and materials to sell and a medium to talk them up (Tungate, 2007, p. 10). Therefore, media (plural of medium) are the necessary organs to convey messages to either small or mass groups of people. To convey the messages of advertisements, one needs a medium whether a word of mouth or a piece of paper or radio or television or the Internet.

In the consumer society associated with the market economy and capitalist system, products are sold to consumers through a number of indicators and symbols. Thus, a link is established between the material asset of the product and the values attributed to it, and the product loaded with values are sold to consumers (Gökaliler & Saatcıoğlu, 2016, p. 26). In a post-modern society, advertising is not only a means of increasing consumption and of directing and raising consumer awareness. At the same time, it is an important element that enables individuals to consume not only according to their basic needs but also according to the determination of production strategies.

Jean Baudrillard draws attention to the role of electronic mass media in the late capitalist society. Television produces huge number of images and information that threaten people's sense of reality. This world creates a simulation world where the distinction between reality and imagination is dimmed. Baudrillard suggests that the discourse of needs and the fuel of consumer society is based on a natural tendency towards happiness (Baudrillard, 1999, p. 49). All the messages sent by media and advertisements in an effort

to sell products contain a promise of happiness. To Baudrillard, the myth of happiness derived from the myth of equality. The power of the myth of equality was transferred to the myth of happiness after industrialization and people started to be happy by the acquisition of goods and materials. However, the hidden thesis is that all people are equal before need and use-value but they are unequal and divided before the exchange-value of objects and goods (Baudrillard, 1999, p. 50). It is obvious from this point that the promise of a consumer society is to make people equal by creating similar desires via the messages on mass media (watching the same television programmes, same fashion for everyone).

Objects are no longer simple objects, yet by the help of shop windows, advertisements, manufacturer and the brand name, they present a coherent and collective vision. An object/gadget like washing machine evokes other objects/gadgets like dishwasher or refrigerator and by this way they signify one another as a more complex super-object, and draw the consumer into a series of more complex motivations (Baudrillard, 1999, p. 27).

The most important development in the modern history of advertising is that it starts to affect human decisions. This is one of the most important dynamics during the transition to consumer society. The change in the consumer goes through the shaping of his consumption consciousness. Thus, it was liberated in the choice of consumers among the virtual needs created by identifying the needs and encouraging the use of the products. The same applies to the changes made to existing products as well as to the production of new products and services. Creation of means of consumption is not a new concept, yet it seems that the rate of consumption has accelerated after the World War II. Ritzer (2005, p. 28) states that there are two reasons for this. First, the people have had more resources and wealth and they have been keen to spend and invest them on their personal consumption. Secondly, after World War II, enormous amount of money has been invested on advertising designed to create desires and persuade people to consume so that people can satisfy their so called 'needs'.

In today's competitive market, it is of vital importance for producers to catch the attention of consumers via carefully designed advertisements and sales promotions. Advertising has become such an indispensable part of production that %34 of the production expenses are attributed to advertising (Sama, 2019, p. 55). This fact proves that consumers must pay more for famous and frequently advertised products and/or brands even if they have

similar functions with the ones which are not famous or frequently advertised. Reducing the expenses of advertisements surely influences the final price of the product and the retailers can compete with others using their low-price advantage. Social media, especially Instagram, are platforms that can help them because the huge population of users make it cost-effective to reach the target audiences at once.

2.3. Social Media

Social media are the most effective platforms in modern times on the Internet as they are constantly updated, open to multiple usage and sharing, and convenient for every person who has an Internet connection. They give people the opportunity to share ideas, photographs, videos, documents and so on with a tiny effort. Social media are means of web-based communication between users without time and place restrictions. This constant and spontaneous type of communication is, under normal conditions, expected to have a cost for the users. However; what makes the social media such popular and widely used platforms may be the fact that they are free. It can be said that the invention of the Internet is, of course, a threshold for global and interpersonal communication; however, what makes the revolution is the invention of Web 2.0 platforms and, consequently, the social media.

The term social media has been difficult to describe because what should be considered as social media has been hard to determine. According to Kaplan and Haenlein (2010, p. 60,61), to describe the term social media, it is necessary to draw the lines between social media and the two similar concepts called Web 2.0 and User Generated Content. They consider Web 2.0 as the platform for Social Media to evolve and User Generated Content as the sum of all the activities the users do on social media. Web 2.0, unlike Web 1.0, allows Internet users to contribute and modify the contents on the web.

Social media is the fruit of several advancements after the foundation of the Internet. The Internet was originally an initiative to create a system designed by the US Defence Department's Advanced Projects Agency (ARPA). The first networks are now called Web 1.0 and they didn't allow interaction and user participation. The contents were prepared by the administrators, writers or experts. The end users were passive comprehenders and/or followers who didn't have any opportunity to contribute. After the

advancements on technology and the diffusion of networks all around the world, Web 2.0 was born. Tim O'Reilly (2005) has been the first person who described a new kind of web which had developed in early 2000s: Web 2.0. According to him, this new web is based on participation not on hypertexts, allows co-production of information, social networking and rich user experiences (Barassi & Treré, 2012, p. 1271). Web 2.0 is the platform on which social media has been constructed. Without Web 2.0, it was impossible to create interactivity and co-production that social media offers to billions of users around the world.

Jane Bozarth (2010, p. 11) considers social media as a result of Web 2.0 platform and describes them as the platforms in which the content is generated and modified by the users unlike Web 1.0 platforms in which the content is generated by the mass media, journalists, or writers. According to the author, the social media platforms may have different objectives such as communication, collaboration, communities, reviews/opinions, and multimedia. The comparison of Web 1.0 and Web 2.0 was neatly done by the author (Bozarth, 2010, p. 12):

Table 2: Comparison of Web 1.0 and Web 2.0

Web 1.0	Web 2.0
Programmer - created web pages, graphics, Flash	User - created Web pages, pictures, user reviews, blogs, wikis, YouTube, social networks
Experts create content	Everyone creates content
Individuals visit web pages, read content	People construct shared information
Tightly controlled "sites"	Loosely controlled communities
One - way (one - to - many)	Many - to - many (and peer - to - peer)
Britannica Online	Wikipedia
Publish	Participate
Firewalls, hierarchies	Dynamic, non - hierarchical
Static, stable content, few changes	Constantly updated content (Twitter, Wikipedia)

'Social media' is the phenomenon that covers the activities, practices, and behaviors among groups of people who gather online to share information, knowledge and opinions using Web-based applications which make it possible to create and transmit the content in the form of words, pictures, videos and audios (Safko & Brake, 2009, p. 6). Social media, unlike traditional media, give the opportunity to the users to actively engage in a communication process through information sharing, knowledge dissemination, and opinion exchanges. (Chan-Olmsted, Cho, & Lee, 2013, p. 152).

2.3.1. Types of Social Media

The development of Web 2.0 technology has led the way to the creation of social media, or in another name consumer-generated media (Mangold & Faulds, 2009, p. 357).. Dialogues and exchanges that individuals make with each other on the Internet constitute social media. Internet users can reach the content they are looking for and interested in thanks to social networks, blogs, micro blogs, instant messaging programs, chat sites, forums and other websites and applications that allow people to share content and information with each other. At first glance, it may seem like dialogues between individuals or small groups, but the number of people interested in shared information or content has been increasing rapidly and overly. Social media is a highly confusable concept, especially with 'social networking sites', which is only a type of social media. The reason for this is that these sites are the most popular platforms among users, and they contain nearly all the characteristics of social media (the characteristics of social media will be explained later under another title.). Besides social networking sites, there are different and numerous social media platforms which serve for different purposes. The table below shows the type of social media, definition of them and examples for each type (Grajales, Sheps, Ho, Novak-Lauscher, & Eysenbach, 2014, p. 3):

Table 3: Types of social media, definitions and examples

Service type	Definition	Example
Blog	Short for 'web log': a blog is an easy-to-publish website where bloggers post information and essays.	*WordPress, Blogger*
Microblog	A tiny blog service that allows networks of users to send short updates to each other in less than 140 characters. Microblogs are considered a platform for information dissemination, social networking, and real-time communication.	*Twitter, Identi*
Social networking site	A social networking site is an online service, platform, or the site that focuses on building and visualizing social networks or social relations among people, who, for example, share interests and/or activities. A social networking service essentially consists of a representation of each user (a profile), their social links, and a variety of additional services.	*Facebook, Myspace*
Professional networking site	A professional networking site is a type of social network service that is focused solely on interactions and relationships related to business or a person's professional career.	*LinkedIn, Sermo, Asklepios, Ozmosis, Drs Hangout, Doc2Doc*
Thematic networking site	Social networking sites centered on a particular theme; for example, disaster response, nursing, etc. These share many aspects of and operate as a community of practice.	*Telehelp, Innocentive, 23andMe*
Wiki	Wikis are used to denote communal websites where content can be quickly and easily edited. Wikis support collaboration and information sharing;	*Wikipedia, Fluwiki*

	feature multimedia, such as video, slides, photographs; and allow anyone to edit or are password protected.	
Mashups	A website that combines data and functionality from two or more services to create a new, value-added, service.	*HealthMap, Google FluTrends*
Collaborative filtering sites	A website where information is filtered or collected according to patterns. Techniques involving collaboration among multiple agents, viewpoints, and data sources are often used. These agents engage through a variety of sites, through a process called crowdsourcing, where the crowds join forces for a common purpose.	*Digg, Delicious*
Media sharing sites	A hosting service that allows individuals to upload and create galleries of photos, videos, and other digital media (eg, slide presentations). The host will then store them on a server and make them either publicly or privately available.	*SlideShare, YouTube, Flickr*
Other	Multi-User Virtual Environments, also known as Virtual Worlds	*Second Life*

Mangold and Faulds (2009, p. 358) describes social media as consumer-generated media and states that in this form of media, users create, initiate and circulate new sources of online information. They also state that social media has different types of platforms and the aims and intentions of usage may vary. Their categorization and examples can be seen below.

- Social networking sites (MySpace, Facebook, Faceparty)
- Creativity works sharing sites:
    - Video sharing sites (YouTube)
    - Photo sharing sites (Flickr)

- o Music sharing sites (Jamendo.com)
- o Content sharing combined with assistance (Piczo.com)
- o General intellectual property sharing sites (Creative Commons)
- User-sponsored blogs (The Unofficial AppleWeblog, Cnet.com)
- Company-sponsored websites/blogs (Apple.com, P&G's Vocalpoint)
- Company-sponsored cause/help sites (Dove's Campaign for Real Beauty, click2quit.com)
- Invitation-only social networks (ASmallWorld.net)
- Business networking sites (LinkedIn)
- Collaborative websites (Wikipedia)
- Virtual worlds (Second Life)
- Commerce communities (eBay, Amazon.com, Craig's List, iStockphoto, Threadless.com)
- Podcasts (''For Immediate Release: The Hobson and Holtz Report'')
- News delivery sites (Current TV)
- Educational materials sharing (MIT OpenCourseWare, MERLOT)
- Open Source Software communities (Mozilla's spreadfirefox.com, Linux.org)
- Social bookmarking sites allowing users to recommend online news stories, music, videos, etc. (Digg, del.icio.us, Newsvine, Mixx it, Reddit)

2.3.2. Characteristics of Social Media

As explained above, there are various forms of social media platforms and each of them has different characteristics, functions and purposes. New social media platforms emerge everyday, and they serve for a different and specific purpose. Because of this diversity, the platforms are different from one another in terms of target users, sharing experiences, themes, topics, interface and purposes of usage. However; there are some key characteristics which are common in all of them. The first characteristic of social media is that all the platforms are Web 2.0 based and have user generated/contributed contents. Erkul (2009, p. 98) states that, in social media, the content is thoroughly produced by the users, and the users are constantly communicated via these platforms. That is to say, a communication which has no time and place restriction and based on sharing, interaction

and discussion is present on social media. He also points out that in order to be considered as a social media platform, a website must;

- have users independent of the publisher,
- consist of user-generated content,
- have interaction between users,
- never have time and place restriction.

According to Lerman and Rey (2007, p. 1), the social media sites share 4 characteristics in which users

- create or contribute to the content in a variety of media types,
- annotate content with tags,
- evaluate the content, actively by voting or passively by using it,
- create social networks by designating other users with similar interests as contacts or friends.

Besides these common characteristics, every different social media platform has unique designs and characteristics to serve for specific purposes and target users. Below, the most popular social media platforms and their characteristics are described under different titles. These platforms are blogs, microblogs, wikis, social networking sites and multimedia sharing sites.

2.3.2.1. Blogs

Blogs, originally weblogs, are the first examples of social media. A blog is a personal journal which is publicly accessible on the web and can have contents on any personal or specific topics like public, commercial or political messages. The first time the word 'blog' was used was in 1999 by Peter Merholz when he accidentally wrote 'we blog' instead of 'weblog', which was the term coined by John Barger in 1997 (Cox, Martinez, & Quinlan, 2008, p. 4). The precedent of blogs are online diaries which were popular in 1980s.

A blog can be considered as an online and publicly accessible form of a diary; however, other people may sometimes collaborate or participate by commenting and editing the contents though this is rare (Cox et al., 2008, p. 4). Most blogs allows the editors to

categorize the entries so that the followers can easily find the contents under specific titles (Brown, Huettner, & James-Tanny, 2007, p. 252). However; the content is generally reversed-chronologically ordered in which the newest is at the top and the oldest is at the bottom (Nardi, Schiano, & Gumbrecht, 2004, p. 222). From the early days of social media, bloggers (people who write blogs) share their ideas, experiences, narratives etc. on their blogs mostly in text formats and the followers have the chance to read and comment on the posts.

Today, Tumblr, which is the biggest blog provider in the world, has 483 million blogs, which they assert that can be used by anyone, and which make it possible to share stories, photographs, GIFs, animations, TV series, links, MP3s, videos and so on. (Tumblr, 2019).

Famous bloggers may have millions of followers and are generally considered as expert people on their blogs' specific interests (e.g technology, fashion, nature, cars, coffee). Because of this reason, many people rely on bloggers when they have a plan to purchase something (Cox et al., 2008, p. 5). Following the blogs and interacting via the blogs is always free; however, creating a blog, especially a content-rich one, can be quite time consuming, and even in some cases, the blogs are the only sources of income for the bloggers. Thus, a blogger with a high number of followers are on the scope of corporations and brands for advertising purposes. This phenomenon has triggered the consumption and/or a tendency towards consumption since the very first days of social media.

2.3.2.2. Microblogs

As can be understood from its name, microblogs are 'micro' versions of blogs. They are a new form of communication in which the users can share their ideas, things of interests, or express themselves (Jansen, Sobel, Zhang, & Chowdury, 2009, p. 3860), usually with no more than 200 characters (Java, Finin, Song, & Tseng, 2007, p. 56), and post them where the people on their friends lists can see and interact. In another definition, "micro-blogging refers to the activity that users broadcast brief text updates about small little things happening in their daily life and work activities, such as what they are reading, thinking, and experiencing" (Zhao & Rosson, 2009, p. 243).

Blogs and microblogs may sound the same things; however, there are two significant differences between them. First of all, blogs are platforms to post essays or ideas in a relatively long and elaborate form; however, microblogs are about posting short, quick ideas and/or notifications (Ebner & Schiefner, 2008, p. 156). Thus, microblogs are faster ways of disseminating messages, and by this way, it lowers the time reading the posts for the followers. The second difference is the speed of update. While an active blogger updates his/her blog every few days, a microblogger can post several updates in a single day (Java et al., 2007, p. 57).

The most famous microblogging site is Twitter (www.twitter.com). Twitter is "a microblogging platform allowing its users to send and receive information from/to the people who are on their 'follower' and 'followee' lists." (İşman & Dağdeviren, 2018, p. 1). The logic of Twitter is to connect people all over the world and enable them to share updates with the people on their follower lists. The updates are generally texts and it has a limitation of 140 characters. However; it is not restricted to only texts, users can share links, videos, photographs and GIFs. Other people on their network can view the posts and interact by commenting, liking, and retweeting (sharing the posts on their Twitter accounts). Twitter is the biggest microblogging platform and it has 326 million active users worldwide (Hootsuite & We are Social, 2019, p. 81). The other examples of microblogging sites are Jaiku (www.jaiku.com) and Pownce (www.pownce.com) (Java et al., 2007, p. 56).

2.3.2.3. Wikis

In all the social media, especially in blogs and microblogs, usability, collaboration and personality are the key aspects that encourage people to use (Ebner & Schiefner, 2008, p. 156). However, in wikis, the collaboration aspect is more important than the others (Goodwin-Jones, 2003, p. 15). The word 'wiki' comes from the Hawaian word 'WikiWiki' which means 'quick' (Lih, 2004, p. 3). Wikis are open content, collaborative, asynchronous hypertext authoring systems (Désilets, Paquet, & Vinson, 2005, p. 3) where the users contribute by creating and editing (Goodwin-Jones, 2003, p. 15) certain type of contents, generally informative ones on a webpage.

Different people who are willing to take part and knowledgable about the topic can collaborate to create the content. However; some malicious behaviors can be experienced. To protect this from happening, wiki pages are built-in safeguards, the pages are edited after logging in so that the responsible person can easily be found, and page deletions are restricted. The aim of wiki sites are to create a repository of knowledge on certain topics via collecting and synthesizing information from different users (Goodwin-Jones, 2003, p. 15).

The usability of the wiki sites is high, but the reliability of the information can be low unless the users add citations and/or credits to the information. The wiki sites are quite practical to use as it is easy to access the contents fast. The personality aspect of the wiki sites is very low because, unlike other types of social media like blogs, microblogs or social networking sites, the users do not have personal accounts where their names and personal information is shown. Only the authors' names can be seen by the other users, and even in some of the wiki sites, the contributers are anonymous.

According to Désilets et al. (2005, p. 4), wikis are technological innovations which introduced a new way of thinking that supports content over form, open editing over security and control, free form content over structured content, and incremental growth over upfront design. Wikis have been used to collaboratively gather information on the topics such as softwares (www.codex.wordpress.org), textbooks (www.wikibooks.org), travel guides (www.wikitravel.org) and so on. The most famous example of wikis is Wikipedia (www.wikipedia.org), whose aim is to create a free and collaborative encyclopedia consisting of hyperlinks. Below is the definition of Wikipedia from its website:

> "Wikipedia is a multilingual, web-based, free-content encyclopedia project supported by the Wikimedia Foundation and based on a model of openly editable content. The name "Wikipedia" is a portmanteau of the words wiki (a technology for creating collaborative websites, from the Hawaiian word wiki, meaning "quick") and encyclopedia. Wikipedia's articles provide links designed to guide the user to related pages with additional information." (Wikipedia, 2019).

2.3.2.4. Social Networking Sites

Among all the different types of social media, social networking sites have been the most popular among the users, and even the use of them has outpaced the use of e-mail and they have become the number one activity of people on the Internet (Chu & Kim, 2011, p. 48; Lin & Lu, 2011, p. 1152). Social networking sites (also named as 'social network sites' (Boyd & Ellison, 2007)), are web-based communication tools that allow the users to create an open or semi open profiles, create a network by adding people on their friends list and view each others' profiles (Boyd & Ellison, 2007, p. 211), and interact with the friends on their networks (Subrahmanyam, Reich, Waechter, & Espinoza, 2008, p. 420), share text, photos, videos, and maintain the communication with others (Lin & Lu, 2011, p. 1152).

Social networks are tools for the users to create a profile and express themselves by making it public or private, commenting, liking, messaging their friends' posts (photos, videos, texts, updates), and blocking and adding friends (Livingstone, 2008, p. 394). Social networking gives the opportunity to the users to blog, microblog, share multimedia, interact and communicate with other users. In this sense, it can be said that social networking sites are combinations of all the social media tools that the Web 2.0 offers. Thus, most people prefer to use social networking as it is convenient and multipurpose.

The most famous examples of social networking sites are Facebook (www.facebook.com), MySpace (www.myspace.com), Instagram (www.instagtram.com), and LinkedIn (www.linkedin.com). The list of social networking sites and their launch dates can be found in Table below (Boyd & Ellison, 2007, p. 212):

Table 4: List of social networking sites and their launch dates

Launch Year	Social Networking Site (SNS)
1997	SixDegrees.com
1999	LiveJournal, Asian Avenue, BlackPlanet
2000	LunarStorm (SNS relaunch, MiGente (SixDegrees closes)
2001	CyWorld, Ryze
2002	Fotolog, Friendster, Skyblog
2003	Couchsurfing, LinkedIn, Tribe.net, Open BC/Xing, MySpace, Last.FM, Hi5
2004	Orkut, Dogster, Flickr, Piczo, Mixi, Facebook (Harvard only), Dodgeball Care2 (SNS relaunch), Calster, Hyves
2006	Yahoo 360!, YoutTube, Xanga (SNS relaunch), Cyworld (China), Bebo (SNS relaunch), Facebook (high school networks), Ning, AsianAvenue, BlackPlanet (relaunch)
2006	QQ (relaunch), Facebook (corporate networks), Windows Live Spaces, Cyworld, Twitter, MyChurch, Facebook (everyone)

2.3.2.5. Content Sharing Sites

Content sharing sites are Web 2.0 based platforms that allow users to create, upload, follow and share media content such as music, videos and photographs. Like social networking sites, people can create a profile and register to upload the content; however, in some of the platforms, it is not necessary to register to follow the profiles and the content (Lietsala & Sirkkunen, 2008, p. 42; Zarrella, 2010, p. 77). The early days of social media didn't let the users to post images, videos, podcasts or any other forms of multimedia because of the speed and physical setbacks. However; with the advances in the technology, the speed of the Internet has grown exponentially, and users now can upload and download large sizes of content. Also, with the help of mobile phone photography, people now can take and upload photographs and videos easier and faster. Thus, increasingly, video has taken a stronghold in the online communities, and

photographs are great tools to tell stories (Weinberg, 2009, p. 267) compared to time consuming texts.

In the multimedia sharing sites, user profiles are not so highlighted as in the social networking sites. Rather, the contents that the users share are more on the front and the important thing is the interaction towards the content. According to Lietsala and Sirkkunen (2008, p. 45), the users of multimedia sharing sites are able to interact in 5 different ways: create, share, evaluate, socialize, and experience. They add that the last type of interaction has been presented by the traditional media to the public. It is just viewing, watching or listening to a multimedia content and enjoying it without making any interaction, just like watching television.

The most famous and widely used examples of these sites are YouTube, Flickr, 500px, Last.fm, and in some respect Instagram (this will be explained in detail under another title below). YouTube is a video sharing platform founded in 2005 (Mullen & Wedwick, 2008, p. 67) where users upload the videos and people search and watch them. It is classified as a multimedia sharing platform and also a social networking platform but not a video library as the users interact each other by commenting and sharing the videos and by expressing their likes and dislikes towards the videos (Jones & Cuthrell, 2011, p. 76). Flickr and 500px are photograph sharing platforms that enable the users to share and follow images and interact with one other on the posts by liking, disliking and commenting. These platforms also give the users an oppoturnity to present themselves to others by being popular with their photographs. They promise an opportunity to become famous and grow professional with what they create and share. Last.fm is a music sharing platform in which the users create a profile and share their favorite music or the music they listen to with the others. Also, the users can create playlists and make it public so that the other users can follow and interact.

2.4. The Comparison of Traditional Media and Social Media

With the introduction of the Internet into the life of society in the 1990s, there was a significant break in the media world. The Internet quickly showed that nothing could ever be the same. From this moment onwards, the mass media of the pre-internet era are defined as 'traditional media'. The most important factor in this definition is the level of

difference in interaction. In other words, the traditional media, which make the audience passive, and the new media, which make the audience active, have come across. The audience of social media is called the user. The user is free to choose the content and the time. The free user is also the one who contributes to the creation of this content and communicates it (Çambay Onar, 2015, p. 241). Unlike traditional media, social media offers the users a wide range of content in a digital environment where they can easily search, find, contribute, comment and share with others (Lister, Dovey, Giddings, Grant, & Kelly, 2009, p. 21).

Whereas traditional media are based on monologue, social media is based on dialogue. In traditional media, when someone disseminates a message, the masses read, listen or watch the content in a passive manner. It is not possible to find out about the readers and/or audiences. However, in social media, when someone disseminates a message, the others can read, listen, watch, then everyone can comment, like, criticize, contribute and share (Bulunmaz, 2011, p. 25). According to Altunay (2015, p. 412), while distinguishing the concept of social media from traditional media, the prominent concepts can be classified in terms of digitality, portability, asynchrony, interactivity, de-massification, personalization and convergence.

2.5. Traditional Media and Consumerism

Mass media have always been around since the printing press as explained above. Newspapers, radio and television have been the tools to disseminate messages from the authorities, news, and editors. There is a one-way flow of information in traditional media, which means the direction of communication is from the source to the last user. The common usage of newspapers as a means of mass communication took over a century because of the necessity to become literate. However, radio and television became widespread faster compared to newspaper.

To make more profit required to lure more people to read the newspapers, the printers and editors tried new strategies including sensational news, illustrations on the newspapers and the hawkers who sell the newspapers on streets yelling in an inviting manner. This strategy is called 'penny press' today, named after the price of the newspapers sold in 1830s, a copy for a penny. The founder of penny press is Benjamin

Day, and the first penny newspaper is New York Sun (Turow, 2009, p. 302). Penny press was successful in terms of making newspaper a mass media tool, after skyrocketing the number of readers. At this point, newspapers began to be target for advertisers because of the rising number of daily readers. Also, it was an opportunity for the printers and newspaper owners to increase their revenue.

Newspapers started to be prepared faster and visual elements such as photographs were used more widely. These developments also helped transform the newspaper into a tool that increased the reader's interest and made the newspapers interesting. As of the 19th century, the contemporary newspaper model began to be developed on a new business model that appealed to a wider audience (as opposed to a business model for a particular audience). In this context, newspapers changed their business models and they began printing in a variety of formats for a wider audience (including entertainment, sports, cartoons, etc.) that would appeal to these new readers. With the change brought about by the Industrial Revolution, paper and other input costs decreased, and newspaper prices began to fall, and this let the increase in the number of readers. All these developments have facilitated the transition to a new application that was not in the previous business model. A new and alternative business model has emerged, highlighting advertising revenues, broadly advertizing retail products, and directing advertisers to this new and dynamic audience. Advertising revenues of newspapers started to increase and started to make up half of all revenues: Advertising income was ½ of all in 1880 and 2/3 of 1910. By the 2000s, it had reached 80% (Picard, 2002).

After the invention of radio, it quickly became popular among the listeners. As aforementioned, reading newspapers was not suitable to human nature, but listening (and talking) is a more compatible activity for humans. While listening to radio, the only thing people need is a radio device to receive the signals and transform them into sounds. After acquiring the necessary equipment, listening to any radio station is free of charge. The 'free of charge' term, as anyone accepts, is against the nature of any mass media tool. The commercial radio and television stations need to cover their costs. Inspite of the U.S Secretary of Commerce Herbert Hoover's hope towards advertising not to pollute the airwaves in 1919, it only took one year for the appearance of first advertisement on the radio. The pioneer of advertisements on the radio were about the promotion of radio itself.

They encouraged the people to buy radios for their own use (Turow, 2009, p. 423). Though at the first years some stations asked for it, it is not possible for the radio stations to request money from the listeners. For this reason, the climbing costs of running a radio station make it obligatory for the owners to welcome advertisements.

In the year 1940, when the 80% of American households had radio sets (more than 50 million), the advertising revenue for the radio sector was $155 million. This naturally caused a dramatic decrease in the advertising revenues of the newspapers. The newspaper owners solved this problem by buying or setting up radio stations and again in the same year, a third of all the radios in the United States were owned by newspaper companies (Hilliard & Keith, 2005, p. 91). This information shows us that the main aim of all the mass media companies is to make money through advertisements. Maybe, the users do not pay for listening to the radio, but they pay this price by being exposed to consuming messages directed by mass media.

The same reason is valid for television. The costs of running a television station, and television programmes is much more compared to radio. With the penetration of television into everyday lives of people, an atmosphere was created in which people are accustomed to viewing and listening to every message the mass media offers. Thus, it is more possible for television advertisements to affect the consumers as its combined visual and audial features. Thus, television is the most common advertising medium for companies. This thesis is confirmed when the table below (Turkish Advertisers Association, 2019) is seen.

Table 5: Advertising Spending by Medium in Turkey in 2019

Media Channel	Amount (million TL)	Market Share	2018-2019 difference
Television	2.083	48,10%	-%7,0
Press	294	6,80%	-%30,9
Outdoor	395	9,10%	-%1,8
Radio	157	3,60%	-%5,1
Cinema	55	1,30%	%8,2
Digital	1.343	31,00%	%10,8
Total	4.327	100%	-%3,8

As can be seen in the table, television is still the number one choice of advertisers because of its power of coverage and visual-audial features. However, digital (Internet) media has expanded its share about %11 compared to 2018. Also, television has lost %7 of its advertisement revenue in a year.

2.6. Social Media and Consumerism

As discussed previously, the consuming messages are at all corners of any mass media tool because they are the main sources of running a media company. Newspapers, radio and television have always welcomed advertisements, and they have never hesitated to disseminate any consuming message on condition that the money is paid. Advertisement agencies have been set up to help the companies and brands to send this kind of messages in the most appropriate way possible. Just like all other media tools, the Internet started as a project, remained in the hands of the governments for a short time, and when the conditions were perfected, it became commercialized. After the commercialization process, new features and advancements have been added every single day. Computers have become cheaper day by day, and it has obtained a simple usage. For these reasons, it didn't take long for the Internet to become worldwide, and as more and more people started to use it, it has become the playground of millions of companies, brands and advertisers.

Social media, as discussed before, is the fruit of the technology called Web 2.0, and it has become the main way for people to express themselves on the different platforms it offers. Among the social media platforms are wikis, social networking sites, content sharing sites, blogs, and microblogs. Furthermore, some social media tools may be classified in more than one genre as they have the features of more than one type of social media. The number of users all around the world is counted by billions, and the population in different platforms carry different features. Thus, the consuming messages in social media platforms have the biggest potential to influence the users in terms of product choices, perception of brand quality, creating desires, and overall appetite into consuming.

The table below shows the media investments of advertisers in Turkey into different mass media channels in 2010 (Turkish Advertisers Association, 2010). Comparing the data with the table below, it is obvious that companies, brands and advertisers are well aware of the fact that social media and the Internet are the most powerful tools to disseminate consuming messages.

Table 6: Advertising Spending by Medium in Turkey in 2010

Media Channel	Amount (million TL)	Market Share	2010-2019 difference
Television	2.017,69	%55,85	-%7,75
Press	942,12	%26,08	-%19,28
Outdoor	252,00	%6,98	-%2,12
Radio	103,72	%2,87	-%0,73
Cinema	45,50	%1,26	-%0,4
Digital	251,84	%6,97	%24,03
Total	3.612,87	%100	%19,8

According to the table, the only mass media tool which has a rising investment is the Internet. Press (newspapers and magazines) has lost the biggest proportion in the advertising investment (-%19,28) followed by television (-%7,75). However, the advertisers have directed their investments towards the Internet and social media, and digital platfroms has raised their advertisement revenues %24,03 in less than a decade.

Apart from the consuming messages created by the professionals, there is another way to disseminate consuming messages on social media because of the nature of these platforms. As social media give the opportunity for the users to create content, consumer-generated advertising, which is the result of electronic Word-of-Mouth (Mutum & Wang, 2010, p. 250), and can be described as the communication among different users about the products and/or services they have (Litvin et al., 2008, p. 462), may take place. Furthermore, the users may intentionally or unintentionally promote their lifestyles, products and/or services they have to other users with the posts they share on social media, and this way, they may cause emulation in other users.

2.7. Consumer Generated Advertisements and The Role of Influencers

According to Baudrillard, consumption has become the point where language defines the functional practice of objects or property relations as the code of indicators that are constantly given and received and re-created as a system of communication exchange, not as simple means of providing individual or community prestige (Aydın et al., 2015, p. 27). When Baudrillard mentions about consuming, he doesn't only mean objects, he also states that mass communication (non-objects such as information, news, experience, facts, or images) can be consumed. While doing this, especially television (in his time television was the most dominant mass media tool) plays an important role. Any happening is reduced to signs and dramatized, which removes it from its reality with the use of images and broadcasted to masses. He calls this phenomenon 'The Great Thrill of Lived Reality' (Baudrillard, 1999, pp. 33–34). He also defines it as 'fantasy' because not being at the scene of the event makes it more real and secure (as in the case of watching Vietnam War on television news) for the audience. Baudrillard states that the location of the consumption is in the heart of everyday life because it is a system of interpretation not just daily activities. Everyday life is banal and usual, thus boring. With the help of mass media, people can autonomize and reinterpret the world 'for internal consumption' by filling it with images and repeated signs (Baudrillard, 1999, p. 35). In our case, social media is replaced with television as it is the most used type of mass media today. People are living in a virtual environment and sharing and/or following one another's experiences through these channels. With every post they share, they become homogenous in terms of lifestyles. Seeing the posts, visuals, and experiences others share, they also tend to have a desire to experience similar things through emulation.

On social media, especially on Instagram, people intentionally or unintentionally advertise certain kinds of products, services, or lifestyles with the posts they share. With every upload of a new photograph or video, people send messages to others about their lives and experiences. The main point of this study is not to analyze the posts people share on Instagram. It is in the scope of semiology, a method for analyzing hidden messages in a specific kind of context. However, in this study, it is assumed that people send consuming messages, which can be described as intentional or unintentional messages that create emulation and desire to have similar products or experience similar lifestyles,

or they are exposed to them. Of course, this situation is reciprocal, when some people disseminate a consuming message, the others following them become exposed to it, and vice versa as the communication on Instagram is two-way.

The recent updates to Instagram (explained in Chapter 3), show us that, Instagram has intentionally created an environment where the users can advertise certain products, brands, places and activities. This phenomenon is the result of hashtag (#), and tag (@) use. People can use hashtags on their posts to label something (mostly brand names, activity names, place names) to make their posts more discoverable and open to access, also, when people click on the hashtags, they can see all the content labelled under those specific keywords (Boy & Uitermark, 2015, p. 8). When Instagram users want to introduce the people in the photographs or videos they share, they use tags (@). They are also used to label the people that the sharer wants to notify about the posts. By this way, the tagged users are notified about the posts, and they are more likely to interact. People can use this feature to reach celebrities, brands, companies, and influencers to make their posts visible by more people, and to interact with them on specific topics like creating an agenda, to report their satisfaction or complain, or to comment on a situation or product.

The key users in terms of information dissemination are influencers. Instagram influencers, or e-fluencers as they are on the Internet, can be described as opinion leaders who spread information on the platform. Instagram influencers have high numbers of followers and they have a power to reach a large audience. They may be celebrities, politicians, sports people, or anyone with a high number of followers. The practice of influencers was first described as on-line word-of-mouth (WOM), but since 2004, the term e-WOM has been popular among researchers (Bronner & de Hoog, 2010, p. 2). According to Aktaş and Şener (2019), people around the world have a tendency to escape from online advertisements and use advertisement blocking softwares. This tendency has forced the advertisers to create a new strategy called influencer marketing. In influencer marketing, ordinary people who use certain products or services and share their opinions about them have become popular among other users and become content developers for brands and companies. Thus, becoming popular on Instagram may be viewed as a prestigious situation. One of the aims of this research is to reveal whether a tendency to become popular exists among users.

Apart from influencers, ordinary users may disseminate consuming messages via their posts intentionally or unintentionally. As Instagram is a social platform to express the self, the users are expected to share their more special moments (Carlstedt, 2019, p. 2110) such as when they are in a famous restaurant, café, or when they are on vacation, or when they experience a special moment or activity. Attaching hashtags, locations and tags to their posts, they can reach a high number of users and by this way, they spread the name of the place, product or activity to other users. In a way, they are expressing their feelings, attitudes and ideas about the experience they have (Ye et al., 2018, p. 387). When other users see the posts, they are exposed to the message sent by the sharer, and sometimes they emulate to have a similar experience, but it does not change the fact that it is kind of advertising for that it creates an urge to own and/or experience a specific kind of product and/or service.

2.8. Instagram

Instagram is both an online content sharing (photo and video), and a social networking platform that makes it possible for its users to take photos and videos, and share them with others, and share them on other platforms like Facebook, too (Sheldon & Bryant, 2016, p. 89). It enables users to manipulate the photos and videos they take with their mobile phones using filters (Hu, Manikonda, & Kambhampati, 2014, p. 595).

The posts in Instagram are open to public by default, but the users can change the settings of visibility to ban the other users, apart from their follower lists, from viewing them. Users can apply filters to the videos and photographs they upload, and they can add hashtags (#) to make them discoverable and easy to access by others. When a person clicks on a hashtag, he/she can access all the photos and videos which have the same hashtag on Instagram (Boy & Uitermark, 2015, p. 8). The hashtags are means to reach a greater number of audiences or viewers across the world and a way to promote anything for enterprises, businesses or people who wish to become a celebrity on Instagram. The users can also use tags on the photographs and videos to state who the people on the photographs and videos are and to convey the content to the people they think should watch. The users tagged in a content are notified and they are probable to interact. Using tags is a convenient way to strengthen the friendship ties on Instagram and to reach an important person like a celebrity or a bureaucrat for being heard on a topic.

2.8.1. The story of Instagram

The story of Instagram has been explained by the company itself on its website. According to the company (Instagram, 2019), the selected turning points of Instagram related to this study are below.

2010 - the company first started on October 06, 2010 by Kevin Systrom and Mike Krieger, and on the first day, 25.000 people signed in.

2011 - one year later after it was founded, the total user number reached to 12 million people worldwide and the company continued to hire new employees to meet the rising needs. Towards the end of the year, Instagram became the App Store Rewind 2011 iPhone App of the Year, which was an award given by AppStore, Apple's application store, to the most downloaded application. And during that time, Instagram reached 14 million users and 400 million images had been shared on the platform.

2012 - when Instagram was first launched, it was only for Apple devices and available only on AppStore. However; in 2012, Instagram became available for Android (the operation system of Google for mobile devices) devices on PlayStore (the application store of Google). On April 09, Instagram was acquired by Facebook, which contributed a lot to the popularity of the platform. On July 26, Instagram hit 80 million users worldwide. Also, the platform continued to release new filters, emojis for editing the content. This year, Instagram released Instagram badges, which are tools that the users can use on their websites, or other social media platforms to make their Instagram pages accessed easily. On December 21, Instagram was in 25 languages which contributed to the popularity and globality of the platform.

2013 – until this year, Instagram had been a mobile and application only platform, that is, the users hadn't been able to use it on personal computers. However; this year, Instagram became available on the web on the webpage of instagram.com. On February 26, the platfrom reached 100 millon users. On May 2, it became possible for the users to tag the people on their photographs. Until then, it was not possible to put hashtags to introduce the topics, and captions to introduce the places. From then on, it has become possible to introduce who are on the photos. Until June 20, Instagram had let the users to share photographs only, but from that date, people have been able to share videos. On

December 12, Instagram introduced a new feature called 'Direct'. Previously, people could only share their posts with all their followers, but after this new feature, they have been able to share their posts with a specific person, or people. This feature has added Instagram a social networking function in which the users can communicate and broaden their social ties with other people directly.

2014 – This year, Instagram continued to release updates for the application just like all the years. On June 3, Instagram introduced new creative tools that enabled the users to adjust the brightness, contrast, saturation, warmth and more of their photgraphs. With these photograph manipulation tools, the application started to have a shape of today's version. On August 26, the platform released a new feature called 'Hyperlapse' with which the users can create timelapse videos without needing expensive equipment. They also had updates on 'Explore' feature where the users can see top-watched photos or videos of other people. On December 10, there were 300 million 'Instagrammers' all around the globe.

2015 – On March 23, the 'Layout' function, which enabled the users to create a collage of different photos on a single post, was released. On September 22, the platform reached 400 million users. On October 22, the 'Boomerang' feature, which let the users to create videos that play backward and forward several times.

2016 – On August 2, 'Instagram Stories' was released. With this new fature, the users can post new contents without worrying about over-posting as Instagram promises. A post in 'Stories' section lasts for 24 hours and then disappears. Knowing that people share more than 500 million stories everyday, this feature has been the most favorite of all the features the platform offers. On November 21, 'Live Video' feature was announced. The users can record live videos and broadcast them on their stories. On December 21, Instagram announced that with 100 million increase in one year, the platform now has 600 million Instagrammers.

2017 – On February 22 and on, the users have been able to upload up to 10 photographs and videos in a single post. Previously, the users could only select one item to post. On March 22, Instagram announced that 8 million businesses had Instagram accounts. Moreover, it was announced that there were 1 million advertisers on Instagram.

During this year, in one month of time, 120 million Instagrammers visited a website, got directions, called, e-mailed or direct messaged to learn about a business. Instagram claims that, with the help of Stories, Boomerang, Hyperlapse features, it is very easy to create advertisements for businesses, it requires just four taps. On May 23, Instagram introduced two new ways of exploring around: hashtag stories and location stories. With the help of these stickers (hashtags and location), the users have been able to search and explore the contents people have shared with the same stickers. By tapping on the stickers, users can see or watch the contents with the same stickers all over the world. This feature has helped the businesses and advertisers because it helped them become more discoverable and visible. Apart from these developments, Instagram continued to release new stickers for tagging the contents, and new filters to manipulate the photographs and videos.

2018 – Apart from releasing new stickers and hashtags, Instagram introduce @mention sharing which enabled the users to mention people or places in their posts. This has led to improvements on advertising and making people celebrities on Instagram. When a celebrity or a famous person with a lot of followers shares a story with mention, he/she automatically makes the mentioned person/people, products or brands advertised. On June 12, Instagram introduced shopping feature on stories. That time, the number of stories daily were 300 million, so it had a good potential market. A shopping bag icon on a post indicates that the post is for shopping purpose. By tapping or clicking on the icon, the users can reach the information about the product like the price, features, and the website on which they can buy. On June 20, the number of users hit 1 billion. Also, on that day, in an event in San Fransisco, Instagram announced 'IGTV', which is a new app for watching long-form, vertical video. The length of videos could be 1 minute at most, but with IGTV, the videos can now be up to 60 minutes long. This has been a big step for the users as they can express themselves better without time limitation. This feature has been heavily used by businesses and entrepreneurs to promote themselves and their products. On June 26, a new feature called 'Video Chat' was released. By this, the users can video call up to 4 people at the same time. This has broadened the functions of Instagram as a social media tool. At first, it started as a content sharing platform, later with the 'Direct' function, it evolved into a social networking platform, and now, it has become an instant messaging and communication platform with this new feature. Also, on the same date, the 'Explore' section of Instagram was personilazed with the help of

'Topic Channels' in which the users can search for different contents about different topics. On September 17, Instagram started to extend the shopping from stories to the 'Explore' section. This means that the users now can reach more products. Also, they do not need to follow the accounts to buy something. At this point, Instagram started to promote shopping and consumption more than ever. On September 24, the co-founders of Instagram, Kevin Systrom and Mike Krieger, announced their leave from the company, and on October 1, Adam Mosseri, the ex vice president of the company, has become the new CEO. On November 15, 'Wish List' was announced. With this feature, the users have been able to save the products they wish to buy on a shopping list that they can later reach without having to search again.

2019 – On March 19, the users witnessed the transformation of Instagram into a shopping application alongside being a social media platform. The 'Checkout' feature has made it possible for the users to buy the products on Instagram without having to leave the application. Previously, the users had to be directed to different websites to complete the purchase of products. Another move by Instagram to promote shopping and consumption was when they introduced the account @shop on May 09. This account was created by the company and the aim of it is to advertise and promote businesses and entrepreneurs. The followers of this account can easily tap or click on the promoted products and purchase them. On May 16, the 'Explore' was updated so that there are now different sections which enables the users to access the contents easier. These sections are IGTV, Shop, TV and Movies, Style, Food, Beauty, Travel, Décor, Auto, Art, Nature, Animals, Science & Tech and DIY.

The latest statistics of Instagram by Hootsuite (Newberry, 2019), which is a social media management platform for enterprises, are below:

- Instagram is used by 1 billion people every month.
- 500 million people use Instagram stories everyday.
- The users of Instagram are 52% female and 48% male.
- 63% of the users log in Instagram at least once a day.
- In 2020, it is predicted that Instagram users will spend 28 minutes on Instagram daily.
- 200 million people visit at least one business profile daily on Instagram.

- Instagram advertisements potentially reach to 849.3 million people.
- One third of most viewed stories belong to businesses.
- In the USA, 75.3% of businesses will use Instagram in 2020.
- Brands post an average of 2.5 stories daily.
- In 2018, Instagram was the second top downloaded app on Apple store (YouTube was the first.).
- Instagram is the 10th most popular search on Google.
- 11% of the users shop on Instagram.
- 81% of users use Instagram for product and service research.
- More then 50% of the accounts use Explore every month.
- Brands pay the influencers between $100 and $2,085 per post on Instagram.
- The marketers in the USA spend 69% of their influencer budgets on Instagram. The second platform is YouTube with %11 of the budget.

2.8.2. The Emphasis of Consuming on Instagram

The original idea behind Instagram when it was founded was to share photographs on a specific mobile phone (iPhone only) with the people of the users' contacts on the platform. However, as the timeline in the story of Instagram reveals, a dramatic transformation into a consuming-centered platform can be observed. According to the timeline, two years after it was first released, Instagram wanted to cover a bigger market, and it was possible to use it on Android (Google's mobile operating system) mobile phones. Indeed, all the significant transformations can be observed after the acquisition of the platform by Facebook. The pace of transformation increased dramatically after this event. Instagram supported 25 languages one year after including into Facebook and was ready to be a global brand.

After the acquisition of Instagram by Facebook, it became possible to use it on persona computers with an internet browser. This shows that, Instagram has transformed from a mobile-only application into an overarching platfrom that tries to reach wider audiences. The later features of hashtagging (#) and mentioning (@) have supplied the users (especially businesses and brands) accessibility to more content and audience.

The 'Explore' feature, which was added four years after the foundation of Instagram, has let the users to follow the trendy contents from different users all around the world. With this feature, the users can follow the people who are not on their contacts list. Bearing in mind that most of the content is created by celebrities, influencers and brands, as they are the most liked and interacted contents, in the 'Explore' section, the 'Explore' feature has increased the level of interactivity and exposition to more content.

The addition of 'Instagram Stories' has resulted in more content shared on Instagram. As Instagram promises, this new feature, which lets the users share content that disappears after 24 hours, is useful for people who worry about over-posting. However, one third of all the stories are shared by advertisers, and a total of 500 million users use or are exposed to Instagram stories everyday (Newberry, 2019). This fact shows us that Instagram is a platform with a strong emphasis on advertising and consuming. This is evident when Instagram announced that they have 8 million businesses on Instagram , and they are celebrating 1 million advertisers on the platform in 2017 (Instagram, 2019).

The addition of IGTV has made it possible to share videos up to 60 minutes in length. The standard of video length had been only 1 minute before. This feature has been useful for people to express themselves, and for businesses to promote their products and/or services without time limitation. Later, with the help of hashtag stories (#) and location stories, the users have been able to share their stories with explanations and locations of the places they post from. These features have made it possible to promote products/services, brands and places. People started to share the more information (such as brand names, product names, location information, feelings etc.) of the restaurants, cafes, holiday places they visit.

The final features added to Instagram have made it close to being an online shopping platform. The companies can share stories and posts with shopping bag icons. The shopping bag icon indicates that the products and/or services are for sale, and when the users tap or click on the icon, they can see the prices and details of the related items. A first, to buy the items, the users were directed to the original websites of the companies, but with a later update ('Checkout' feature), the users can now shop on Instagram without leaving the application.

Facebook, the owner of Instagram platform, has suggested some tips for the businesses existing on the platform to take their content to the next level. The emphasis on consuming can be best seen when tips from Facebook are investigated. It shows that Facebook collects data on people's preferences, and shares it with the businesses, companies and brands to help increase their revenues by encouraging them to advertise on Instagram. The data that Facebook shared with the businesses (Facebook, 2019) are below:

- What type of content the users want to see from brands?
    - Fun and entertaining: 55%
    - Real authentic: 53%
    - Creative: 53%
    - Informative: 51%
    - Personally relevant: 46%
    - Inspiring or uplifting: 45%
    - Beautifully produced: 36%
- The top interests the users say they pursue on Instagram
    - Travel: 45%
    - Music: 44%
    - Food and drink: 43%
    - Fashion: 42%
    - Movies: 41%
    - Health and fitness: 35%
    - Technology: 32%
    - Skin care/cosmetics: 30%
    - Sports: 30%
    - News: 28%
- How do the users fuel their interests on Instagram?
    - They view photos from brands they like or follow: 68%
    - They view content posted by other public users or communities: 67%
    - They view videos from brands they like or follow: 66%
    - They view photos posted by influencers: 63%
    - They view photos posted by celebrities: 62%

- o They view videos posted by influencers: 62%
- o They view videos posted by celebrities: 61%

CHAPTER 3: THE IMPACT OF MEDIA TOOLS ON CONSUMING HABITS, PREFERENCES AND PURPOSES – DÜZCE CASE

3.1. Research Method

This research is designed as a descriptive type of inquiry because it serves the best for the aim of it. Descriptive studies look at individuals, groups or institutions, and try to describe, understand, compare, contrast, classify, analyze and interpret certain kinds of phenomena (Cohen, Manion, & Morrison, 2005, p. 169). These types of research inquiries are concerned with how the present situation is related to some previous events which have influence on it (Best & Kahn, 1998, p. 113; Karasar, 2005, p. 77). In the study, relational scanning model was used. The relational scanning model allows researchers to investigate the variation between two and more variables and their severity (Karasar, 2005, p. 78). In this direction, the relationships between age, sex, level of income, Instagram using habit, Instagram sharing habits, and the level of exposition and creating consuming messages are investigated in this study.

3.2. Research Hypotheses

In the light of the literature, and from the personal observations of the researcher himself, the following hypotheses are created.

Hypothesis 1: Instagram is a platform that encourages people to consume.

Hypothesis 2: The more leisure time the people have, the more time they spent on Instagram.

Hypothesis 3: Young people use Instagram more compared to old people.

Hypothesis 4: The amount of time spent on Instagram has a positive correlation with the amount of exposition to consuming messages.

Hypothesis 5: People autonomously advertise or promote products, places or services with their posts.

Hypothesis 6: Instagram creates and gathers people with similar interests.

Hypothesis 7: Instagram is a platform that influences people's desires and choices.

Hypothesis 8: People desire to own the products that celebrities promote on Instagram.

Hypothesis 9: Having more followers on Instagram is a sign of prestige.

Hypothesis 10: Having more followers on Instagram is a reason to spend more time on the site.

Hypothesis 11: People do not prefer to share their ordinary lives, they prefer to share their special moments.

Hypothesis 12: Instagram is a platform where homogenization occurs in terms of lifestyles, hobbies, interests and the contents produced.

Hypothesis 13: Instagram is a platform that direct fashion.

Hypothesis 14: Having likes and/or positive comments on a post encourages users to post more.

3.3. Sampling and Data Collecting

The target population of this study is the people above 18 who live in Düzce. The population of Düzce center is about 240.000, and the population of people who are above 15 years is 187.328 (Turkish Statistical Institute, 2018). As it is not possible to reach the whole population in terms of cost and time efficiency, sampling procedure is applied (Dattalo, 2008, p. 3). In this study, Convenient Sampling is applied because it was the most convenient method for time and cost efficiency, and the samples were chosen randomly in the most crowded places of Düzce city center. These places include the shopping mall, around university campus, the hospitals, and the square in the city center. The data were collected between 07.11.2019 and 30.11.2019 for 25 days. The data were collected from 675 participants by the researcher himself. 21 of the questionnaires were discarded from the research as they were either mostly incomplete or the participants resigned from the research. After discarding them, a total of 654 questionnaires were ready to analyze. According to Cohen, Manion and Morrison (2005, p. 95), the sample size has to be at least 384 with a confidence interval of 95% for the population of 1 million. Thus, the sampling size is enough to represent the population. The demographic distribution of the samples is shown in the table in Findings section.

3.4. Data Collecting Instrument

In this study, survey technique was used to collect the data. To collect the data at a particular time range to describe the nature of existing phenomena and to reveal the relationship between specific events, survey technique is the best alternative among scientific methods (Cohen et al., 2005, p. 169). In this context, a 43-item questionnaire was developed by the researcher. The questionnaire is composed of three sections. The first section is about the demographic information of the participants which is designed to collect data about age, sex, level of education, occupation and monthly income of the participants. The second section is about Instagram using habits of the participants. Data about Instagram use, duration of Instagram use, number of logins to Instagram daily, time spent on Instagram on each login, time spent on Instagram daily, the topics of videos and photographs the participants enjoy watching and the number of followers the participans have on Instagram. In the last section, 30 statements written by the researcher under the light of the literature and hypotheses of the study are included. The participants were requested to choose the option best describes the level of their agreement to the statements. The statements in this section are designed as 5-point Likert type scales ranging from 1 to 5 in which 1 means 'totally disagree', 2 means 'disagree', 3 means 'uncertain', 4 means 'agree', and 5 means 'totally agree'.

After preparing the first draft of the questionnaire, a pilot study was done to 50 participants to make sure if there was anything vague or not understood. Also, the questionnaire was sent to 3 different experts to get their opinions. One of the experts was a lecturer of Turkish language and literature at a public university and checked the language of the questionnaire. One of them is an assistant professor on communication studies at a public university and gave feedback on the statements. The last one is again an assistant professor at a public university who has deep knowledge on research methodology, and he gave feedback on the overall items and the format of the questionnaire. Necessary editing was done after the pilot study and expert opinions, and the final draft of the questionnaire was prepared (Appendix 1).

3.5. Data Analysis

The data obtained from the participants via a questionnaire were analyzed statistically using SPSS (Statistical Package for Social Sciences) 22.0. The data were coded into the program, and the analysis procedure started with the demographic information of the participants (see Sampling and Data Collection title). To be able to analyze the survey, a reliability analyze was performed and the results showed that the survey was highly reliable.

The results of the following analyses are presented in tables in Findings section to make them as neat and understandable as possible. The interpretations of the tables are also given under each table. The first thing done before proceeding to analyze was to separate Instagram users' and non-users' questionnaires manually. Instagram users and non-users were analyzed and interpreted in the Findings section under different titles. The first set of analyses are descriptive statistics of age, gender, level of education, occupation and monthly income. The next set of analyses are descriptive statistics of duration of Instagram use, number of daily logins to Instagram, time spent on each login, time spent on Instagram daily, the topics of content the participants enjoy following and the number of followers on Instagram. In the next step, Chi-square analyses were performed to reveal the relationship between demographic features of the participants and the total time spent on Instagram daily. In the next step, to be able to see all the responses to the Likert type items, the mean values and standard deviations of the items are reported in a table. The interpretation is done under the table.

To be able to continue the analyses, factor analysis was performed. Before this analysis, normality test was applied to see if the collected data were parametric or nonparametric. Also, Barlett test was applied to see if the size of the sample was enough to continue. The results of these tests are given in Findings section. Result of the factor analysis showed that the questionnaire has three subdimensions. The names of them are 'Creating/exposition to consuming messages', 'Instagram sharing experience', 'Tendency to popularity'. Futher analyses were performed on these subdimensions of the questionnaire. The factor loads, scree plot, type of rotation, and further details of the factor analysis process are given in Findings section. To reveal the relationship between demographic features, Instagram usage habits and subdimensions of the questionnaire,

Analysis of Varience (ANOVA), Independent T-test, Kruskall and Wallis, Mann Whitney-U tests were performed. The results are presented in tables and further interpratations are done under each table.

CHAPTER 4: FINDINGS

In this part of the study, the collected data with the questionnaire form will be analyzed and interpreted. To make this section more comprehensible, the demographic data of the participants are illustrated. Then, the three sections of the questionnaire, and the correlations of the sections with one another are analyzed under different titles.

4.1. Demographic Features of the Participants

For the scope of this study, the data were collected from 675 people who are above 18 and live in Düzce. After the data collection process, 21 questionnaires were discarded from the research because they were either mostly empty or the participants abandoned the research. A total of 654 questionnaires were analyzed in the context of this research. The table below shows the demographic information of all the participants taking part in the study.

Table 7: Demographic Information of the Samples

Gender of the Participants	N	%
Female	312	47,7
Male	342	52,3
Total	654	100
Age of the Participants	**N**	**%**
18-25	200	30,6
26-30	107	16,4
31-40	169	25,8
41-50	109	16,7
51-65	55	8,4
66 and above	14	2,1
Total	654	100
Education Level of the Participants	**N**	**%**
Primary school	129	19,7
High School	221	33,8
Bachelor	212	32,4
Undergraduate	52	8
Master's Degree	34	5,2
PhD. Degree	6	0,9
Total	654	100
Occupation of the Participants	**N**	**%**

Student	151	23,1
Civil Servant	130	19,9
Private Sector	125	19,1
Shop Owner	92	14,1
Other	156	23,9
Total	654	100
Level of Income	**N**	**%**
No income	192	29,4
2000 TL and below	87	13,3
2001-3000 TL	138	21,1
3001-5000 TL	141	21,6
5001-10000 TL	78	11,9
10001 and above	16	2,4
No response	1	0,2
Total	654	100
Instagram usage	**N**	**%**
Yes	505	77,2
No	149	22,8
Total	654	100

As can be seen from the table, the gender distribution of the participants is nearly equal. Females compose 47,7%, and males compose 52,3% of the sample. The ages of the participants vary between 18-25 (30,6%), 26-30 (16,4%), 31-40 (25,8%), 41-50 (16,7%), 51-65 (8,4%) and 66 and above (2,1%). The distribution of the age variable is not equal in each group because young people tended to volunteer more than the older groups. The biggest proportion of participants (33,8%) were high school graduates, the bachelor's degree (32,4%), primary school graduates (19,7%), undergraduates (8%), master's degree (5,2%) followed it. Only 0,9% of the participants had PhD degree. 23,1% of the participants were students. People who work for the government composed 19,9% of the participants. 19,1% were employed in private sector, 14,1% were shop owners, and 23,9% of the participants chose Other in the occupation selection (housewife: 86 people, farmer: 26 people, unemployed: 25 people, and no response: 19 people). The biggest proportion of the participants stated that they have no income (29,4%) as they were either students or housewives or unemployed. 21,6% have an income of 3001-5000 TL, 21,1% earn 2001-3000 TL, 13,3% stated they earn below 2000 TL, 11,9% stated they earn 5001-

10000 TL and 2,4% of the people have an income more that 10000 TL. One of the participants (0,2%) did not want to answer this question. When the participants were asked if they used Instagram or not, 505 (77,2%) of them stated they use Instagram and 149 (22,8) of them stated they do not use Instagram. Under the following titles, the demographic information of Instagram users and non-users are given separately.

4.1.1. Demographic Features of Participants Who Don't Use Instagram

Under this title, the demographic information of people who do not use Instagram are presented. The age, gender, level of education, occupation and monthly income distributions of the participants are given in subtitles in comprehensible tables respectively.

4.1.1.1. Age

Among the participants who do not use Instagram, 32,2% were 31-40 years old, 27,5% were 41-50 years old, 16,8% were 51-65 years old, 9,4% were 18-25 years old, and 8,1% were 66 years old and above.

Table 8: Distribution of the Age of the Participants who don't Use Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	14	9,4	9,4	9,4
26-30	9	6,0	6,0	15,4
31-40	48	32,2	32,2	47,7
41-50	41	27,5	27,5	75,2
51-65	25	16,8	16,8	91,9
66 and above	12	8,1	8,1	100,0
Total	149	100,0	100,0	

4.1.1.2. Gender

63 females (42,3%) and 86 males (57,7%) reported that they do not use Instagram.

Table 9: Distribution of the Gender of the Participants who don't Use Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	63	42,3	42,3	42,3
Male	86	57,7	57,7	100,0
Total	149	100,0	100,0	

4.1.1.3. Level of Education

Among the 149 participants who do not use Instagram, the most representative group is primary school graduates (43%). Graduate people (22,1%), high school graduates (21,5%), undergraduates (6%), people with master's degree (5,4%) and people with PhD. degree (2%) follow it.

Table 10: Distribution of the Level of Education of the Participants who don't Use Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary School	64	43,0	43,0	43,0
High School	32	21,5	21,5	64,4
Bachelor	33	22,1	22,1	86,6
Undergraduate	9	6,0	6,0	92,6
Master's Degree	8	5,4	5,4	98,0
PhD Degree	3	2,0	2,0	100,0
Total	149	100,0	100,0	

4.1.1.4. Occupation

The table below illustrates the occupations of people who do not use Instagram. 36,2% of the participants who do not use Instagram chose Other (housewife: 17 people, farmer: 18 people, unemployed: 10 people, and no response: 9 people) alternative to state their jobs. Civil servants (20,8%), private sector employees (17,4%), shop owners (17,4%), and lastly students (8,1%) follow them.

Table 11: Distribution of the Occupation of the Participants who don't Use Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	12	8,1	8,1	8,1
Civil Servant	31	20,8	20,8	28,9
Private Sector	26	17,4	17,4	46,3
Shop Owner	26	17,4	17,4	63,8
Other	54	36,2	36,2	100,0
Total	149	100,0	100,0	

4.1.1.5. Monthly Income

Among the participants who do not use Instagram, 25,5% of the participants have an income of 2001-3000 TL, 20,1% have no income, 18,8% earn below 2000 TL, 17,4% earn 3001-5000 TL, 15,4% earn 5001-10000 TL, and 2,7% earn more than 10000 TL.

Table 12: Distribution of the Monthly Income of the Participants who don't Use Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
No income	30	20,1	20,1	20,1
2000 TL and below	28	18,8	18,8	38,9
2001-3000 TL	38	25,5	25,5	64,4
3001-5000 TL	26	17,4	17,4	81,9
5001-10000 TL	23	15,4	15,4	97,3
Above 10000 TL	4	2,7	2,7	100,0
Total	149	100,0	100,0	

4.1.2. Demographic Features of Participants Who Use Instagram

The data were collected from 654 participants in total. Of all the participants 505 participants reported that they use Instagram. The tables shown below are the frequencies of their demographic information.

4.1.2.1. Age

36,8 % of the participants are 18-25 years old, so they are the most represented group in the sample. 19,4% of them are 26-30 years old, 24 % are 31-40 years old, 13,5 % are 41-

50 years and 5,9% are 51-65 years old. Only 0,4 % are older than 66. The reason for this is that it was hard to find people 66 years old or above on streets. Furthermore, most of the elderly people did not volunteer to attend the survey.

Table 13: Distribution of the Age of the Participants who Use Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	186	36,8	36,8	36,8
26-30	98	19,4	19,4	56,2
31-40	121	24,0	24,0	80,2
41-50	68	13,5	13,5	93,7
51-65	30	5,9	5,9	99,6
66+	2	,4	,4	100,0
Total	505	100,0	100,0	

4.1.2.2. Gender

The gender of the participants distributes nearly equally. Women compose 49,3% and men compose 50,7% of the participants.

Table 14: Distribution of the Gender of the Participants who Use Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	249	49,3	49,3	49,3
Male	256	50,7	50,7	100,0
Total	505	100,0	100,0	

4.1.2.3. Level of Education

Most of the participants have high school (37 %) or undergraduate (35,4 %) degree. Primary school degree follows them with a proportion of 12,9%. 8,5% of the participants have graduate degree, 5,1% have master's degree and only 0,6% have PhD. degree.

Table 15: Distribution of the Level of Education of the Participants who Use Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary School	65	12,9	12,9	12,9
High School	189	37,4	37,4	50,3
Bachelor	179	35,4	35,4	85,7
Undergraduate	43	8,5	8,5	94,3
Master	26	5,1	5,1	99,4
PhD	3	,6	,6	100,0
Total	505	100,0	100,0	

4.1.2.4. Occupation

27,5 % of the participants are students followed by 'Other' group (housewife: 69 people, farmer: 8 people, unemployed: 15 people, and no response: 11 people) consisting of 20,4 %. State (19,6 %) and private (19,6 %) sectors are shared equally. People who work on trade (12,9 %) is the smallest group.

Table 16: Distribution of the Occupation of the Participants who Use Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	139	27,5	27,5	27,5
State officer	99	19,6	19,6	47,1
Private Sector	99	19,6	19,6	66,7
Shop Owner	65	12,9	12,9	79,6
Other	103	20,4	20,4	100
Total	505	100	100	

4.1.2.5. Monthly Income

32,1% of the participants stated that they have no income. And most of the participants earn around 2000-3000 TL (%20,2) and 3000-5000 TL (22,8 %). The percentage of people who earn 5001-10000 TL is 10,9, and only 2,4% of the participants stated that they earn above 10000 TL.

Table 17: Distribution of the Monthly Income of the Participants who Use Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
No income	162	32,1	32,1	32,1
2000 TL and less	59	11,7	11,7	43,8
2001-3000 TL	102	20,2	20,2	64,0
3001-5000 TL	115	22,8	22,8	86,7
5001-10000 TL	55	10,9	10,9	97,6
10000 TL and	12	2,4	2,4	100,0
Total	505	100,0	100,0	

4.2. Analysis of Instagram Using Habits

Under this main title, the findings about the Instagram using habits of the participants are presented. Findings about participants' duration of Instagram use, how many times they log in Instagram, time they spent on Instagram on each login, total time they spent on Instagram daily, topics of content they enjoy following on Instagram, and number of followers they have on Instagram are presented under different titles respectively. The findings are presented in comprehensible tables under related titles.

4.2.1. Duration of Instagram Use

People who use Instagram less than 1 year are only 7,1 % of the participants. The other groups are nearly shared equally between 15-20 %. As can be seen from the chart, most of the participants (20,8%) use Instagram for more than 5 years.

Table 18: Duration of Instagram Usage

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 year	36	7,1	7,1	7,1
1-2 years	89	17,6	17,6	24,8
2-3 years	80	15,8	15,8	40,6
3-4 years	101	20,0	20,0	60,6
4-5 years	94	18,6	18,6	79,2
More than 5 years	105	20,8	20,8	100,0
Total	505	100,0	100,0	

4.2.2 Number of Daily Logins to Instagram

1-3 times logins and 4-6 logins have the same distribution with 21,4%. But most of the participants log in more than 15 times a day (27%).

<p align="center">Table 19: Number of Instagram Logins Daily</p>

	Frequency	Percent	Valid Percent	Cumulative Percent
1-3 times	108	21,4	21,4	21,4
4-6 times	108	21,4	21,4	42,8
6-9 times	69	13,7	13,7	56,4
10-15 times	80	15,8	15,8	72,3
More than 15 times	140	27,7	27,7	100,0
Total	505	100,0	100,0	

4.2.3. Time Spent on Instagram on Each Login

People say that they spend mostly 1 to 10 minutes in each login (57,6 %) followed by 11-20 minutes (26,1 %). It can be understood that people login frequently, but they spend mostly a little time on each login.

<p align="center">Table 20: Time spent on Each Login</p>

	Frequency	Percent	Valid Percent	Cumulative Percent
1-10 minutes	291	57,6	57,6	57,6
11-20 minutes	132	26,1	26,1	83,8
21-30 minutes	45	8,9	8,9	92,7
31-60 minutes	21	4,2	4,2	96,8
61 minutes and more	16	3,2	3,2	100,0
Total	505	100,0	100,0	

4.2.4. Total Time Spent on Instagram Daily

23,6 % of the participants spend less than half an hour in Instagram daily and 25,8 % of them spend 30 minutes to 1 hour. Only 11,3 of the participants spend more than 3 hours.

Table 21: Time spent on Instagram daily

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 30 minutes	119	23,6	23,6	23,6
30-60 minutes	130	25,7	25,8	49,4
1-2 hours	107	21,2	21,2	70,6
2-3 hours	91	18,0	18,1	88,7
More than 3 hours	57	11,3	11,3	100,0
Total	504	99,8	100,0	

4.2.5. Topics of Content Participants Enjoy Following on Instagram

The most preferred content type of Instagram is comedy (52%), followed by food (44,6 %), Tv and movies (42 %), sports (39,4), beauty (33%) and art (31,6). The least popular types of content are other (5,4) category - which involves education (n: 12), recipes (n: 5), football (n:3), no response (n:7) - , and religion (16,8).

Table 22: Topics of Content the Participants Enjoy Following on Instagram

	Responses		Percent of Cases
	N	Percent	
Tv and movies	210	11,5%	42,0%
Beauty	165	9,1%	33,0%
Food	223	12,3%	44,6%
Game	87	4,8%	17,4%
Politics	141	7,7%	28,2%
Sports	197	10,8%	39,4%
Art	158	8,7%	31,6%
Comedy	261	14,3%	52,2%
Travel	148	8,1%	29,6%
Animals	119	6,5%	23,8%
Religion	84	4,6%	16,8%
Other	27	1,5%	5,4%
Total	1820	100,0%	364,0%

4.2.6. Number of Followers of the Participants on Instagram

Most of the participants have up to 500 followers (76,0%) and 15,2 % have 500-1000. Only 0,8% of the participants have 5001-10000 and more than 10001 followers each.

	Frequency	Percent	Valid Percent	Cumulative Percent
1-500	384	76	76	76
501-1000	77	15,2	15,2	91,3
1001-2000	29	5,7	5,7	97
2001-5000	7	1,4	1,4	98,4
5001-10000	4	0,8	0,8	99,2
10001 and more	4	0,8	0,8	100
Total	505	100	100	

4.3. Investigation of Relationship between Demographic Features and Instagram Usage Habits of the Participants

In this part of the Findings section, the relationship between Instagram users' demographic information and the total time they spend on Instagram are analyzed. Each demographic feature is analyzed under different subtitles and comprehensible tables are created to illustrate the cases. To reach the results, cross-tables were created, and Chi-Square analysis were performed.

4.3.1. Relationship between Gender and Total Time Spent on Instagram

As can be understood from the table below, there is no significant of relationship between gender and total time spent on Instagram daily. Both genders spend nearly equal time on Instagram daily. There is only a slight increase in the difference between males (7%) and females (4,4) who spend more than 3 hours on Instagram.

Table 24: The relationship between daily time spent on Instagram and gender

Total Time Spent on Instagram Daily		Gender		Total	x^2	SD	p
		Female	Male				
Less than 30 minutes	Frequency	58	59	117			
	%	11,6	11,8	23,3			
30-60 minutes	Frequency	70	60	130			
	%	13,9	12	25,9			
1-2 hours	Frequency	54	53	107			
	%	10,8	10,6	21,3	3,780	4	,437
2-3 hours	Frequency	44	47	91			
	%	8,8	9,4	18,1			
More than 3 hours	Frequency	22	35	57			
	%	4,4	7	11,4			
Total	Frequency	248	254	502			
	%	49,4	50,6	100			

4.3.2. Relationship between Level of Education and Total Time Spent on Instagram

There is a significant relationship between participants' education level and total time they spend on Instagram daily (20,502) =39,072, p=.005. According to the analysis results, people who spend 1-2 hours on Instagram are less likely to be primary school graduate. High school graduates spend the most time on Instagram daily followed by people with graduate degree. Most primary school graduates and people with master's degree spend up to 1 hour on Instagram. It can be said that high school and university graduates spend the most time on Instagram daily.

Table 25: The relationship between daily time spent on Instagram and level of education

Total Time Spent on Instagram Daily		Level of Education						Total	x^2	SD	p
		Primary	High School	Bachelor	Under graduate	Master's Degree	PhD Degree				
Less than 30 minutes	Freq.	21	36	37	12	9	2	117			
	%	4,2	7,2	7,4	2,4	1,8	0,4	23,3			
30-60 minutes	Freq.	25	44	42	9	9	1	130			
	%	5	8,8	8,4	1,8	1,8	0,2	25,9			
1-2 hours	Freq.	6	42	49	7	3	0	107			
	%	1,2	8,4	9,8	1,4	0,2	0	21,3	39,072	20	,007*
2-3 hours	Freq.	5	40	38	7	1	0	91			
	%	1	8	7,6	1,4	0,2	0	18,1			
More than 3 hours	Freq.	8	26	13	7	3	0	57			
	%	1,6	5,2	2,6	1,4	0,6	0	11,4			
Total	Freq.	65	188	179	42	25	3	502			
	%	12,9	37,5	35,7	8,4	5	0,6	100			

*p<0,05

4.3.3. Relationship between Occupation and Total Time Spent on Instagram

There is a significant relationship between occupation and total time spent on Instagram daily. $X2(16,502)=39,072$, $p=.000$. The results show that people who spend less than half an hour are less likely to be students and shop owners. A quarter of the participants spend 30-60 minutes on Instagram daily and the group who spend the most time on Instagram are students.

Table 26: The relationship between daily time spent on Instagram and occupation

Total Time Spent on Instagram Daily		Occupation					Total	x^2	SD	p
		Student	Civil Servant	Private Sector	Shop Owner	Other				
Less than 30 minutes	Frequency	11	35	30	12	29	117			
	%	2,2	7	6	2,4	5,8	23,3			
30-60 minutes	Frequency	30	27	26	15	32	130			
	%	6	5,4	5,2	3	6,4	25,9			
1-2 hours	Frequency	40	17	18	13	19	107			
	%	8	3,4	3,6	2,6	3,8	21,3	53,673	16	,000*
2-3 hours	Frequency	39	13	14	10	15	91			
	%	7,8	2,6	2,8	2	3	18,1			
More than 3 hours	Frequency	19	7	11	14	6	57			
	%	3,8	1,4	2,2	2,8	1,2	11,4			
Total	Frequency	139	99	99	64	101	502			
	%	27,7	19,7	19,7	12,7	20,1	100			

*p<0,05

4.3.4. Relationship between Number of Followers and Total Time Spent on Instagram

There is a significant relationship between the number of followers of the participants and the total time they spend on Instagram daily. According to the results, the more followers they have on Instagram, the more time they spend on the platform daily. However, this result is only valid for participants who have 1-500, 501-1000, and 1001-2000 followers because the number of samples who have 2001-5000, 5001-10000 and 10001 and above followers is not enough to generalize the results for them.

Table 27: The relationship between daily time spent on Instagram and number of followers

Total Time Spent on Instagram Daily		Number of Followers						Total	x^2	SD	p
		1-500	501-1000	1001-2000	2001-5000	5001-10000	10001 and above				
Less than 30 minutes	Frequency	108	9	1	0	0	1	119			
	%	21,4	1,8	0,2	0	0	0,2	23,6			
30-60 minutes	Frequency	101	17	8	3	1	0	130			
	%	20	3,4	1,6	0,6	0,2	0	21,2			
1-2 hours	Frequency	84	20	3	0	0	0	107			
	%	16,7	4	0	0	0	0	21,2	74,504	20	,000*
2-3 hours	Frequency	66	14	8	2	1	0	91			
	%	13,1	2,8	1,6	0,4	0,2	0	18,1			
More than 3 hours	Frequency	24	17	9	2	2	3	57			
	%	4,8	3,4	1,8	0,4	0,4	0,6	11,3			
Total	Frequency	383	77	29	7	4	4	504			
	%	76	15,3	5,8	1,4	0,8	0,8	100			

*p<0,05

4.3.5. Relationship between Age and Total Time Spent on Instagram

There is a significant relationship between the age of the participants and total time they spend on Instagram (16,502=71,287 p=.000). In this context, younger people have more tendency to spend more time on Instagram daily.

Table 28: The relationship between daily time spent on Instagram and age

Total Time Spent on Instagram Daily		Age					Total	x^2	SD	p
		18-25	26-30	31-40	41-50	51-65				
Less than 30 minutes	Frequency	17	19	44	26	11	117			
	%	3,4	3,8	8,8	5,2	2,2	23,3			
30-60 minutes	Frequency	41	25	35	20	9	130			
	%	8,2	5	7	4	1,8	25,9			
1-2 hours	Frequency	46	21	18	16	6	107			
	%	9,2	4,2	3,6	3,2	1,2	21,3	71,287	16	,000*
2-3 hours	Frequency	50	20	15	4	2	91			
	%	10	4	3	0,8	0,4	18,1			
More than 3 hours	Frequency	32	13	8	2	2	57			
	%	6,4	2,6	1,6	0,4	0,4	11,4			
Total	Frequency	186	98	120	68	30	502			
	%	37,1	19,5	23,9	13,5	6	100			

*p<0,05

4.3.5. Relationship between Monthly Income and Total Time Spent on Instagram

As the table below shows no significant difference (p: ,072), was found between participants' monthly income and the total time they spend on Instagram daily.

Table 29: The relationship between daily time spent on Instagram and monthly income

Total Time Spent on Instagram Daily		Monthly Income						Total	x	SD	p
		No income	2000 TL and below	2001-3000 TL	3001-5000 TL	5001-1000 TL	Above 10000 TL				
Less than 30 minutes	Frequency	26	13	28	30	19	1	117			
	%	5,2	2,6	5,6	6	3,8	0,2	23,3			
30-60 minutes	Frequency	41	14	19	38	12	6	130			
	%	8,2	2,8	3,8	7,6	2,4	1,2	25,9			
1-2 hours	Frequency	41	12	26	13	12	3	107			
	%	8,2	2,4	5,2	2,6	2,4	0,6	21,3	29,840	20	,072
2-3 hours	Frequency	36	12	14	21	7	1	91			
	%	7,2	2,4	2,8	4,2	1,4	0,2	18,1			
More than 3 hours	Frequency	16	8	14	13	5	1	57			
	%	3,2	1,6	2,8	2,6	1	0,2	11,4			
Total	Frequency	180	59	101	115	55	12	502			
	%	31,9	11,8	20,1	22,9	11	2,4	100			

4.4. Descriptive Analyses of Responses to Scale Items

The mean values and standard deviations of scale items are given in the table below. The mean value ranges from 1 to 5, in which 1 means 'totally disagree', and 5 means 'totally agree'. The closer the mean value to 5, the more agreement the participant shows toward the item.

- As can be seen in the Table 30, the item which have the highest mean value is item 10 (mean: 4,0653) which suggests 'Some posts I see on Instagram make me entertained.'. It can be inferred from this result that, people tend to use Instagram for entertainment purposes.

- The next highest mean value belongs to item 8 (mean: 4,0099) which suggests 'I follow pages that are related to my hobbies and interests on Instagram.'. It can be said that Instagram is a platform that creates opportunities for its users to follow their hobbies and interests. However, the mean value of item 9 which suggests 'I share posts related to my hobbies and interests on Instagram.' is 3,2218. This value is significantly lower that of item 8. This indicates that the participants are more like passive followers than active contributers about the hobbies and interests they have. According to these results hypothesis 6 which suggests 'Instagram creates and gathers people with similar interests.' is accepted.

- Item 2 (mean: 3,7149), which suggests 'If I share photos of myself on Instagram, I try my best to make them beautiful.' also has a high mean value. It can be understood that people attach importance to presentation of their self on this platform. They also mostly agreed to the statement 'I share photos/videos which also includes myself on Instagram.' (item no: 1, mean value: 3,5881). If we compare this item with item 2, we can conclude that, because there is an increase in the agreement of item 2, it is more important for people to share good-looking photographs/videos as this is the presentation of their self. This idea is supported when the mean value of item 3, which suggests 'I share my everyday life on Instagram' (mean value: 2,3168) is investigated. It can be concluded that when people share a photograph/video of themselves, they prefer not to share their ordinary lives. They rather prefer to share more attractive situations. Hypothesis 11 which suggest 'People do not prefer to share their ordinary lives, they prefer to share their special moments.' is supported with these results.

- Also, people suggest that they feel like they watch advertisements when they see some posts on Instagram (item no 27, mean value: 3,6396). This shows that people perceive an emphasis towards consuming on Instagram. Combining this result with the literature review on Instagram done in Chapter 2, hypothesis 1 which suggests 'Instagram is a platform that encourages people to consume.' is proven right. Considering the data about the number of businesses and advertisers on Instagram, considering the transformation the Instagram has gone into since its first launh, and considering the effort Instagram puts in attracting more businesses

and advertisers, it can be concluded that Instagram has a strong emphasis into consumption

- Item no 24 (mean: 3,4178) which suggests 'I believe that Instagram users share similar things.' also has a high mean compared to others. It can be understood that the participants perceive the content of other users similar. This is supported by item 25 (mean: 3,2376) which has a relatively high mean and suggests 'Some products and/or services (holiday, tea, coffee, travel, sports clothing, healthy life etc.) become trendy on Instagram.'. Participants think that there are sharing trends on Instagram and people share similar contents which is a sign of inauthenticity and emulation. It can be understood that people perceive a similarity and homogenization among peoples' sharing and by this means their lifestyles. However; the mean value of item 26 which suggests 'I try to join the popular sharing trends on Instagram with my posts.' is 2,1069, one of the lowest. This clearly indicates that the participants in this study do not approve being similar to other people and have a negative attitude towards joining inauthentic sharing trends. According to these results, hypothesis 12 which suggests 'Instagram is a platform where homogenization occurs in terms of lifestyles, hobbies, interests and the contents produced.' is accepted. The perceptions of people prove it right; however, it is clear that the participants in this research do not contribute to this process.

- Another statement that has a relatively high value is item 12 (mean: 3,3584) which suggests 'I share the places I visit on Instagram.'. It is understood that the participants share their moments when they are out at a place they visit. However, the mean value of item 22 (2,8000) suggesting 'When I visit a popular place (restaurants, cafes, holiday destinations, museums, cinema etc.), I also post the information of the place.' and item 21 (2,6752) suggesting 'When I visit any place (restaurants, cafes, holiday destinations, museums, cinema etc.), I also post the information of the place.' are lower. It can be inferred from these data that when people are at a place, they tend to share posts from there but the tendency to share the information of the place is lower. However; the slight increase in item 22 compared to item 21 indicates that when people are at a famous place, they more likely to share the information of the location. Yet, the difference is not significant

enough to draw this conclusion. Furthermore, it can be said that when this location is a holiday place, people share more on Instagram (item 14 mean: 3,0792). This data again shows us that people tend to share their relatively special moments instead of their ordinary lives (item 3 'I share my everyday life on Instagram.' mean:2,3168). The results show that hypothesis 11which suggests 'People do not prefer to share their ordinary lives, they prefer to share their special moments.' can be accepted. Furthermore, the mean value of item 13 'I use informative tags (#) on my Instagram posts.' is 2,6158 which is lower than the average. This means that when people share content on Instagram, they have less tendency to use hashtags. These findings and the low mean value of item 13 show that hypothesis 5, which suggests 'People autonomously advertise or promote products, places or services with their posts.' must be rejected.

- The mean value of item 7 (1,8495) 'I emulate the users with a lot of followers on Instagram.' indicates that people do not emulate users with high numbers of followers. However; this data has contradiction when compared to item 6 (mean: 2,5723) 'I wish to have more followers on Instagram.'. Again, this value does not prove that people want more followers on Instagram because the value is not higher than average which is 3,00. However, the difference between these two values is significant enough to mention. Hypothesis 9 which suggests 'Having more followers on Instagram is a sign of prestige.' is rejected in the light of these results.

- The mean value of item 4 which suggests 'I become happy if my posts are liked or commented a lot.' is 3,0099. It is slightly above average, but when compared to item 5 (mean: 2,5248) which suggests 'If my posts are liked or commented a lot, I would like to share more posts.', there is a significant difference. This shows that when people share their photos/videos on Instagram, they try to make them beautiful and it makes them happy if their sharing is liked by other people. However, this does not motivate them to share more, at least in average. These findings clearly indicate that hypothesis 14, which suggests 'Having likes and/or positive comments on a post encourages users to post more.' is rejected.

- Another point that can be reached from these results is when the mean values of item 15 (3,0594) and item 16 (2,1030) are compared. It can be said in the light of

these data that people follow celebrities in average, but this does not create a motivation in buying the things that the celebrities promote. In social media, the most effective influencers are celebrities because of their high numbers of followers. However, it is seen from the mean values that following celebrities is not a reason for the participants to create emulation into products and/or services promoted. It is clear from these findings that hypothesis 8, which suggests 'People desire to own the products that celebrities promote on Instagram.' is rejected.

- According to the results, the participants have more desire to do the activities they see on Instagram (item 30, mean: 3,0020) than visiting the places they see (item 20, mean: 2,8257). However; the agreement on item 23 (mean: 2,1706) which suggests 'I decide where to go (restaurants, cafes, holiday destinations, museums, cinema etc.) by researching on Instagram.' is even lower. It can be understood that the participants do not generally decide the places to visit on Instagram intentionally. However, it is more possible for them to see a place on Instagram incidentally, and have a desire to see that place. These findings show that hypothesis 7, which suggests 'Instagram is a platform that influences people's desires and choices.', is rejected.

- Another topic to mention is fashion. According to the results, the mean values of fashion- related items are lower than the average (item 17: 'I follow fashion on Instagram.' mean: 2,2594; item 18: 'If the clothing products are advertised or seen a lot on Instagram posts, it means they are fashionable.', mean: 2,2752; item 19 'I wish to have the clothing products I see frequently on Instagram.', mean: 2,2317). It shows following fashion is not the most effective motivation while using Instagram. Thus hypothesis 13, which suggests 'Instagram is a platform that directs fashion.' is rejected.

It is important to emphasize that the analysis of the items descriptively does not let us draw a conclusion about the statements in the table below. However, combining with the statistical analysis (the differences between demographic features and Instagram using habits of the participants and the subdimensions of the questionnaire), this descriptive analysis draws a more comprehensible picture.

Table 30: Information about the Means and Standard Deviations of the Items (Descending Values of Means)

Item No	Item	Mean	Std. Deviation
10	Some posts I see on Instagram make me entertained.	4,0653	0,89181
8	I follow pages that are related to my hobbies and interests on Instagram.	4,0099	1,08757
2	If I share photos of myself on Instagram, I try my best to make them beautiful.	3,7149	1,27471
27	I feel like I'm watching ads when I see some posts on Instagram.	3,6396	1,20219
1	I share photos/videos which also includes myself on Instagram.	3,5881	1,31862
24	I believe that Instagram users share similar things.	3,4178	1,17077
12	I share the places I visit on Instagram.	3,3584	1,27408
25	Some products and/or services (holiday, tea, coffee, travel, sports clothing, healthy life etc.) become trendy on Instagram.	3,2376	1,20143
9	I share posts related to my hobbies and interests on Instagram.	3,2218	1,28109
14	I share more posts on Instagram when I go on holiday.	3,0792	1,36192
15	I follow celebrities on Instagram.	3,0594	1,29576
4	I become happy if my posts are liked or commented a lot.	3,0099	1,26847
30	I wish to experience the activities (camping, trekking, climbing, party, eating, drinking coffee etc.) that I see on Instagram.	3,0020	1,32212
20	I wish to visit the places (restaurants, cafes, holiday destinations, museums, cinema etc.) I see on Instagram.	2,8257	1,26512
22	When I visit a popular place (restaurants, cafes, holiday destinations, museums, cinema etc.), I also post the information of the place.	2,8000	1,32047
21	When I visit any place (restaurants, cafes, holiday destinations, museums, cinema etc.), I also post the information of the place.	2,6752	1,29922
13	I use informative tags (#) on my Instagram posts.	2,6158	1,31345
6	I wish to have more followers on Instagram.	2,5723	1,2485
5	If my posts are liked or commented a lot, I would like to share more posts.	2,5248	1,2051
28	The products and/or services I see on Instagram arouse the desire to buy.	2,4990	1,23623
29	On Instagram, I research into the products I intend to buy.	2,4495	1,24639

3	I share my everyday life on Instagram.	2,3168	1,25618
18	If the clothing products are advertised or seen a lot on Instagram posts, it means they are fashionable.	2,2752	1,1656
17	I follow fashion on Instagram.	2,2594	1,22395
11	I emulate some posts on Instagram and want to be in the place of the sharer.	2,2396	1,21499
19	I wish to have the clothing products I see frequently on Instagram.	2,2317	1,14078
23	I decide where to go (restaurants, cafes, holiday destinations, museums, cinema etc.) by researching on Instagram.	2,1706	1,20083
26	I try to join the popular sharing trends on Instagram with my posts.	2,1069	1,13059
16	I wish to have the products and/or services the celebrities advertise on Instagram.	2,1030	1,17737
7	I emulate the users with a lot of followers on Instagram.	1,8495	1,06957

4.5. Factor Analysis Procedure

In order to determine how many factors to be extracted, a factor analysis is conducted. Based on scree plot three factors are decided to be chosen.
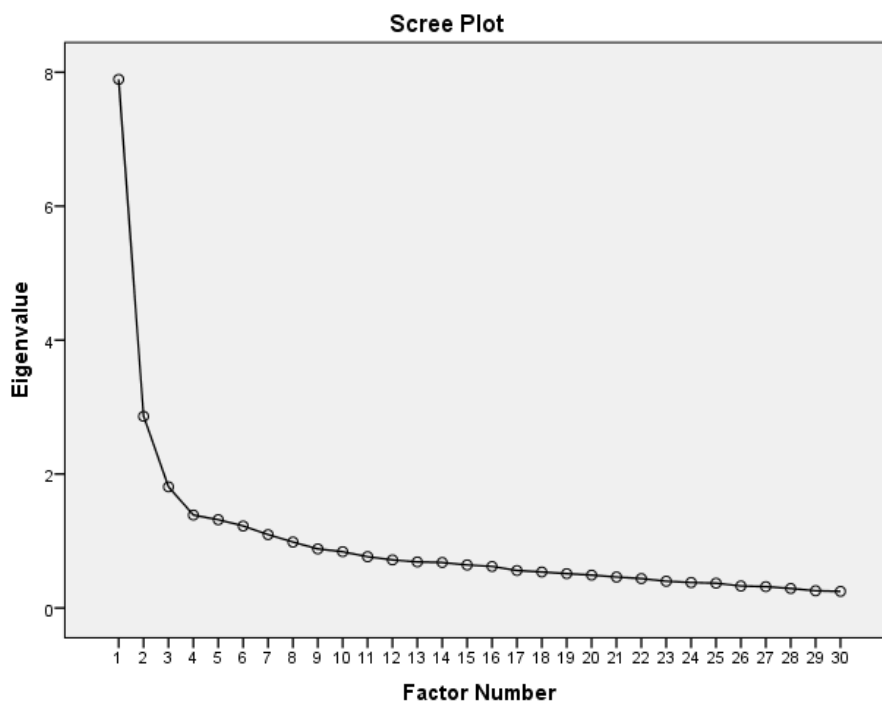
Figure 1: Scree plot of the factors

Variable factor loaded value is better above 0.45 but above 0.3 is also acceptable (Kline, 1994; Tabachnik & Fidell,2001). After that principal actors factoring, oblique rotated factor analysis was conducted. Item 24 is not loaded above .3 to any factor in the analysis. Because of this reason, they were discarded, and analysis was re-run. The analysis showed that item 27 and item 3 did not fit into any factors, so they were also removed. In the end, final versions of factors were achieved. Exploratory factor analysis explained 38,633% of the total variance. Kaiser-Meyer Olkin test was applied if the sample size was enough to do factor analysis and it was above .878 which showed that the sample is large enough to generalize the results. Bartlett test was applied to check normality and the result was significant (Chi-square (325) = 4961,047,p=0.00). Pattern matrix based on the results are shown below. In the oblique rotation, the variables can correlate in a low level (less than .90), so the variables which loaded the same factors remained, and based on regression method, three factors were extracted. Factor 1 is named as 'Creating / Exposition to Consuming Messages', factor 2 is named as 'Instagram Sharing Experience', and factor 3 is named as 'Tendency to Popularity'.

Table 31: Pattern Matrix of the Items' Factor Loads

	Factor		
	1	2	3
i19	,731		
i18	,684		
i20	,679		
i17	,637		
i28	,635		
i29	,624		
i23	,541		
i26	,539		
i16	,530		
i22	,525		
i30	,465		
i21	,444		
i11	,413		
i15	,368		
i25	,351		
i1		,628	
i10		,620	
i12		,611	
i2		,534	
i8		,466	
i14		,451	

		,399	
i9			
i5			-,735
i6			-,670
i4			-,621
i7	,368		-,433

Extraction Method: Principal Axis Factoring.
 Rotation Method: Oblimin with Kaiser Normalization.[a]
a. Rotation converged in 6 iterations

Table 32: Test of Normality of Factors

	Kolmogorov-Smirnov[a]		
	Statistic	df	Sig.
Creating / Exposition to Consuming Messages	,039	488	,078
Instagram Sharing Experience	,058	488	,000
Tendency to Popularity	,039	488	,078

The Cronbach analysis was applied to each factor and the results are .770, .882 and .771 respectively, which are enough to do further analysis. After that, Kolmogorov-Smirnov test of normality was applied to determine which further analysis can be applied. After the outliers were cleaned, it was found that the responses for 'Creating/Exposition to Consuming Messages' and 'Tendency to Popularity' subdimensions were distributed normally, but the responses for subdimension were not distributed normally. Thus, parametric tests were applied to Creating/Exposition to Consuming Messages' and 'Tendency to Popularity' subdimensions, but non-parametric tests were applied to 'Instagram Sharing Experience' subdimension.

4.6. Results of the Factors

To reveal the relationships between subdimensions and the demographic variables of the participants, t-Test and One-Way ANOVA, Mann Whitney-U and Kruskall Wallis tests were applied. The results are shown under related titles in comprehensible tables.

4.6.1. Comparison of Subdimensions in the context of Gender Variable

Table 33: T-Test Results for 'Creating / Exposition to Consuming Messages' and 'Tendency to Popularity' Sub-Dimension across 'Gender' Variable

Sub-Dimension	Gender	N	x̄	SD	t	p
Creating / Exposition to Consuming Messages	Female	247	,519036	,9124717	1,764	,078
	Male	254	-,926711	,9217442		
Tendency to Popularity	Female	247	,1522134	,8466893	3,214	,001
	Male	254	-,949892	,8712709		

To evaluate the relationship between sex variable and subdimensions of the questionnaire, T-test is performed. As can be seen at the table above, 'Creating / Exposition to Consuming' does not differentiate between sex (t (499): 1,764, p: .078). However; 'Tendency to Popularity' is significantly different between groups (t (497): 3,214, p: .001). The results show that women (x̄: ,1522134) have more tendency to popularity compared to men (x̄: -,0949892).

Table 34: Mann Whitney U Test Across Gender Variable for 'Instagram Sharing Experience Sub-Dimension'

Null Hypothesis	Test	Sig.	Decision
The distribution of 'Instagram Sharing Experience' is the across categories of 'Gender'	Independent Samples Mann Whitney U Test	,264	Retain the null hypothesis

As T-test is a parametric kind of test, it could not be applied to 'Instagram Sharing Experience' subdimension because the replies to that subdimension do not distribute normally. Thus, non-parametric equivalence of T-test, 'Independent Samples Mann Whitney-U Test', was performed to see the difference between gender and 'Instagram Sharing Experience' subdimension. The result of this analysis showed that, there is no significant difference between males and females in terms of sharing experiences on Instagram (p: ,264).

4.6.2. Comparison of Subdimensions in the context of Age Variable

There were no statistically significant differences between group means as determined by one-way ANOVA analysis on age (F(4,494) = 0,781, p = .538; F(4,492)=1,003, p=.405).

Table 35: Evaluation of 'Creating/Exposition to Consuming Messages' and 'Tendency to Popularity' Sub-Dimension in terms of 'Age' Variable

Sub-Dimension	Age	n	x̄	f	p
Creating / Exposition to Consuming Messages	18-25	186	2,591270	,781	,538
	26-30	98	2,550340		
	31-40	121	2,495317		
	41-50	68	2,378431		
	51-65	30	2,564444		
	Total	503	2,529194		
Tendency to Popularity	18-25	186	2,498656	1,003	,405
	26-30	98	2,579082		
	31-40	121	2,351240		
	41-50	68	2,547794		
	51-65	30	2,541667		
	Total	503	2,489109		

As the responses to 'Instagram Sharing Experience' subdimension were not distributed normally, instead of ANOVA test, Kruskall Wallis Test was applied to see the difference between age groups. The table above shows that a significant difference exists between age groups and Instagram sharing habits of the participants (p: ,000). According to Games-Howell post-hoc test, 18-25 year-old people differ significantly from 31-40 year-old people (p: ,000), 41-50 year-old people (p: ,000), and 51-65 year-old people (p: ,010). However, a significant difference was not evident between 18-25 year-old people and 26-30 year old people (p: ,323). The 26-30 year-old people also differ significantly from 41-50 year-old people (p:,000). The rest of the groups do not have a significant relationship. It can be concluded that as people get older, they become less active in terms sharing on Instagram platform.

Table 36: Kruskall Wallis Test Across Age Variable for 'Instagram Sharing Experience Sub-Dimension'

Null Hypothesis	Test	Sig.	Decision
The distribution of 'Instagram Sharing Experience' is the same across the categories of 'Age'	Independent Samples Kruskall Wallis Test	,000	Reject the null hypothesis

4.6.3. Comparison of Subdimensions in the context of Level of Education Variable

There was no significant difference on creating and exposition to consuming messages in terms of level of education [$F(5, 495) = 0,974$, $p = .433$; $F(5,493)=.248$, $p=.941$].

Table 37: Evaluation of 'Creating/Exposition to Consuming Messages' and 'Tendency to Popularity' Sub-Dimension in terms of 'Level of Education' Variable

Sub-Dimension	Level of Education	n	x̄	f	p
Creating / Exposition to Consuming Messages	Primary School	64	2,549744	,974	,433
	High School	186	2,474654		
	Bachelor	178	2,548976		
	Under graduate	43	2,596899		
	Master	25	2,682051		
	PhD.	3	2,044444		
	Total	499	2,529194		
Tendency to Popularity	Primary School	64	2,484615	,248	,941
	High School	186	2,456349		
	Bachelor	178	2,551676		
	Under graduate	43	2,470930		
	Master	25	2,326923		
	PhD.	3	2,583333		
	Total	497	2,489109		

Kruskall Wallis test shows that Instagram sharing experiences changes according to education level ($H(5)=18,341$, $p=.003$. Pairwise comparisons show that primary school graduates have less shared Instagram experience compared to undergraduates ($p=.044$), high school graduates ($p=.019$) and college graduates ($p=.024$).

Table 38: Kruskall Wallis Test Across 'Level of Education' Variable for 'Instagram Sharing Experience' Sub-Dimension

Null Hypothesis	Test	Sig.	Decision
The distribution of 'Instagram Sharing Experience' is the same across categories of 'Education Level'	Independent Samples Kruskall Wallis Test	,003	Reject the null hypothesis

4.6.4. Comparison of Subdimensions in the context of Monthly Income Variable

There was no significant effect of income on creating and exposition to consuming messages [F(5, 495) = .398, p =.850] and tendency to popularity[F(5, 493) = .937, p =.456].

Table 39: Evaluation of 'Creating/Exposition to Consuming Messages' and 'Tendency to Popularity' Sub-Dimension in terms of 'Monthly Income' Variable

Sub-Dimension	Monthly Income	n	x̄	f	p
Creating / Exposition to Consuming Messages	No income	162	2,524956	,398	,850
	Below 2000 TL	59	2,612429		
	2001-3000 TL	102	2,508497		
	3001-5000 TL	115	2,477101		
	5001-10000 TL	55	2,534545		
	10001 and above	12	2,827778		
	Total	505	2,529194		
Tendency to Popularity	No income	162	2,402778	,937	,456
	Below 2000 TL	59	2,487288		
	2001-3000 TL	102	2,583333		
	3001-5000 TL	115	2,458696		
	5001-10000 TL	55	2,568182		
	10001 and above	12	2,791667		
	Total	505	2,489109		

There was no statistically significant difference between people's monthly income and Instagram sharing habits (p: ,574).

Table 40: Kruskall Wallis Test Across 'Monthly Income' Variable for 'Instagram Sharing Experience' Sub-Dimension

Null Hypothesis	Test	Sig.	Decision
The distribution of 'Instagram Sharing Experience' is the same across categories of 'Monthly Income'.	Independent Samples Kruskall Wallis Test	,574	Retain the null hypothesis

4.6.5. Comparison of Subdimensions in the context of Duration of Instagram Use Variable

Bonferroni post-hoc analysis shows that people who use Instagram less than 1 year create and expose to consumerist messages lesser compared to 3-4 years (p=.025) and more than 5 years (p=.033). Additionally, participants who use Instagram 1-2 years create and expose to consumerist messages less than participants who use Instagram 3-4 years (p=.027) and more than 5 years (p=.038).

Another post-hoc test conducted for tendency to popularity. People who use Instagram more than 5 years have more tendency to popularity compared to people who use Instagram less than 1 year (p=.024) and 1-2 years (p=.020)

Table 41: Evaluation of 'Creating/Exposition to Consuming Messages' and 'Tendency to Popularity' Sub-Dimension in terms of 'Duration of Instagram Use' Variable

Sub-Dimension	Duration of Instagram use	n	x̄	f	p
Creating / Exposition to Consuming Messages	Less than 1 year	36	2,164815	4,075	,001
	Between 1-2 years	89	2,326324		
	Between 2-3 years	80	2,582500		
	Between 3-4 years	101	2,638284		
	Between 4-5 years	94	2,534043		
	More than 5 years	105	2,676190		
	Total	505	2,529194		
Tendency to Popularity	Less than 1 year	36	2,152778	3,155	,008
	Between 1-2 years	89	2,292135		
	Between 2-3 years	80	2,521875		
	Between 3-4 years	101	2,487624		
	Between 4-5 years	94	2,462766		
	More than 5 years	105	2,771429		
	Total	505	2,489109		

* The mean difference is significant at the 0.05 level.

People's sharing experience on Instagram is significantly related with how long they have been using Instagram (H (5) =67,96 ,p=.99) People who use Instagram less than 1 year have less Instagram sharing experience compared to other groups (p=.00). And people who use Instagram 1-2 year have less Instagram sharing experience compared to 3-4 year (p=00), 4-5 year (p=.00) and more than 5 year (p=.00).

Table 42: Kruskall Wallis Test Across 'Duration of Instagram Use' Variable for 'Instagram Sharing Experience' Sub-Dimension

Null Hypothesis	Test	Sig.	Decision
The distribution of 'Instagram Sharing Experience' is the same across categories of 'Duration of Instagram Use'	Independent Samples Kruskall Wallis Test	,000	Reject the null hypothesis

4.6.6. Comparison of Subdimensions in the context of Total Time Spent on Instagram Variable

A one-way ANOVA test between subjects was conducted to compare the effect of total Instagram spending time on creating and exposition to consuming messages. There was a significant difference on how many hours people spend on Instagram daily on creating and exposition to consuming messages [$F_{(4, 495)}$ = 9.280, p = 0.00]. Post-hoc comparisons using Benferroni test indicated that people who spend less than half an hour on Instagram create and expose less consuming messages compared to people who spend 30 minutes to 1 hour (p=.042), 1-2 hours (p=.00), 2-3 hours (p=.00) more than 3 hours (p=.00)

Another ANOVA conducted to see how Instagram spending time influence tendency to popularity. The results show that the effect is significant [$F_{(4, 493)}$ =5,519, p = 0.00].

Benforrini post-hoc test showed that people who spend 30 minutes and less each day have less tendency to popularity compared to people who spend 2-3 hours (p=.032) and more than 3 hours (p=.00). Moreover, people who spend 30 minutes to 1 hour also have less popularity tendencies compared to people who spend more than 3 hours (p=.016). It can be concluded that the more time people spend time on Instagram, the more tendency they have towards popularity on Instagram.

Table 43: Evaluation of 'Creating/Exposition to Consuming Messages' and 'Tendency to Popularity' Sub-Dimension in terms of 'Total Time Spent on Instagram Daily' Variable

Sub-Dimension	Total Time Daily	n	x̄	f	p
Creating / Exposition to Consuming Messages	Less than 30 minutes	120	2,200556	9,280	,000
	30-60 minutes	130	2,489744		
	1-2 hours	107	2,652336		
	2-3 hours	91	2,731136		
	More than 3 hours	57	2,757477		
	Total	505	2,529194		
Tendency to Popularity	Less than 30 minutes	120	2,225000	5,519	,000
	30-60 minutes	130	2,415385		
	1-2 hours	107	2,551402		
	2-3 hours	91	2,604396		
	More than 3 hours	57	2,912281		
	Total	505	2,489109		

Instagram sharing experience is significantly related with how much time people spend on Instagram daily (H (4)=59,805; p=.000). People who spend less than half an hour have less sharing compared to people who spend 30 minutes to 1 hours (p=.034), and 2-3 hours (p=.00), 1 to 2 hours (p=.00) and 2-3 hours (p=.00). People who spend 30-60 minutes have less sharing experience compared to people who spend 1-2 hours (p=.023), and 2-3 hours (p=.00).

Table 44: Kruskall Wallis Test Across 'Total Time Spent on Instagram Daily' Variable for 'Instagram Sharing Experience' Sub-Dimension

Null Hypothesis	Test	Sig.	Decision
"The distribution of 'Instagram Sharing Experience' is the same across categories of 'Total Time Spent on Instagram Daily'.	Independent Samples Kruskall Wallis Test	,000	Reject the null hypothesis

4.6.7. Comparison of Subdimensions in the context of Number of Logins to Instagram Daily Variable

There were statistically significant differences between group means as determined by one-way ANOVA (F(4,496) = 5,533, p = .00; F(4, 494)=3.075,p=.016).

Table 45: Evaluation of 'Creating/Exposition to Consuming Messages' and 'Tendency to Popularity' Sub-Dimension in terms of 'Number of Daily Logins to Instagram' Variable

Sub-Dimension	Number of Logins Daily	n	x̄	f	p
Creating / Exposition to Consuming Messages	1-3 times	108	2,267901		
	4-6 times	107	2,434268		
	7-9 times	69	2,619324		
	10-15 times	80	2,640833	5,533	,000
	More than 15 times	141	2,691735		
	Total	505	2,529194		
Tendency to Popularity	1-3 times	108	2,238426		
	4-6 times	107	2,471963		
	7-9 times	69	2,471014		
	10-15 times	80	2,553125	3,075	,016
	More than 15 times	141	2,666071		
	Total	505	2,489109		

Instagram sharing experience is significantly related to how many times a person logs in Instagram (H=74,422, p=.00). People who log in Instagram 1-3 times a day have less sharing experience compared to people who log in 6-9 times (p=.005); 10-15 times (p=.00); and more than 15 times (p=.00). people who log in 4-6 times a day have less sharing experience on Instagram compared to people who log in 10-15 times (p=.003) and more than 15 times (p=.00). People who log in 6-9 times have less sharing experience compared to people who log in more than 15 times (p=.015).

Table 46: Kruskall Wallis Test Across 'Number of Logins Daily' Variable for 'Instagram Sharing Experience' Sub-Dimension

Null Hypothesis	Test	Sig.	Decision
The distribution of 'Instagram Sharing Experience' is the same across categories of 'Number of Logins to Instagram Daily'	Independent Samples Kruskall Wallis Test	,000	Reject the null hypothesis

4.6.8. Comparison of Subdimensions in the context of Time Spent on Each Login Variable

There were statistically significant differences between how much people spend on Instagram at each login on creating and exposition to consuming messages ($F_{(4,496)}$ = 9,872, p = .00) and tendency to popularity ($F_{(4,494)}$ = 3,362, p = .010) determined by one-way ANOVA. Benferroni post-hoc test indicates that people who spend 11-20 (p=.00) minutes and 31-60 (p=.029) minutes have created and been exposed to consuming messages more than people who spend 10 minutes at each login. There is no statistically significant difference found on 'Tendency to Popularity' in terms of time spent on each login.

Table 47: Evaluation of 'Creating/Exposition to Consuming Messages' and 'Tendency to Popularity' Sub-Dimension in terms of 'Time Spent on Each Login' Variable

Sub-Dimension	Time Spent on Each Login	n	x̄	f	p
Creating / Exposition to Consuming Messages	1-10 minutes	291	2,360596	9,872	,000
	11-20 minutes	132	2,785354		
	21-30 minutes	45	2,728360		
	31-60 minutes	21	2,796825		
	Above 60 minutes	16	2,570833		
	Total	505	2,529194		
Tendency to Popularity	1-10 minutes	291	2,344502	3,362	,010
	11-20 minutes	132	2,660985		
	21-30 minutes	45	2,655556		
	31-60 minutes	21	2,857143		
	Above 60 minutes	16	2,750000		
	Total	505	2,489109		

Instagram sharing experience is significantly related with how much people spend on Instagram on each log in (H (4) =15,305; p=.004). People who spend 1 to 10 minutes on each login have less sharing experience compared to people who spend 11 to 20 minutes on each login (p=.004).

Table 48: Kruskall Wallis Test Across 'Time Spent on Each Login' Variable for 'Instagram Sharing Experience' Sub-Dimension

Null Hypothesis	Test	Sig.	Decision
The distribution of 'Instagram Sharing Experience' is the same across categories of 'Time Spent on Each Login'	Independent Samples Kruskall Wallis Test	,004	Retain the null hypothesis

SUMMARY, CONCLUSION AND RECOMMENDATIONS

The modern time we live is affluent in terms of both commodities/services and technological advances. The history of humankind may date back to thousands of years before, but the transformation of the society into a consuming culture is not a very long story. People, and all the living things, have always consumed to fulfill their needs and continue their lives. However; the boom of production and the abundancy in the products have triggered a global consuming culture transcending borders of any regions. This fact has proven that humans had been abstemious because of the scarcity of resources. An economy based on mass production and mass consumption has been created with the help of the technical advancements of Industrial Revolution. Moreover, with the help of technological advancements in mass communication, a homogenization process in terms of tendency to consuming, seems to be happening.

According to theorists like Baurillard, Bocock, Adorno, Debord, consumption has crossed the limits of fulfilling the needs, and it has become a way of self-expression. Somehow, people give or take messages with the consumption they make. It is a huge contradiction in the modern world that the same media tools make people homogenize in terms of lifestyles but promise them a differentiation and uniqueness with the consuming messages they disseminate via advertisements. Today, social media has surpassed all the mass media platforms in terms of user numbers and functionality. It is the playground of millions of ordinary people along with advertisers, businesses and corporations. In addition to consentive messages of consumption spreading from professionals, ordinary users send messages that may create emulation into consuming products, services, experiences and lifestyles.

Internet was invented in 1960s. It was used as a network between governmental institutions at first. However; in a relatively short period of time, it couldn't resist to pressures from corporations and became public. In all mass media tools such as newspapers, radio, television and the Internet, the infrastructure and the expenses to run them are quite high. Watching television, for example, is free if people have the device and the connection. However; the productions like shows, series, movies on a television channel are quite expensive to create. Watching them for free is the result of corporations and the advertisements that send consentive messages to the last users towards consuming

via the media tool. It is quite clear that the free access to the contents of the Internet and to social media has the same reason with television. However; in the example of television, the messages are from the source to the viewers. In social media, the communication is two way, each user is the source and each user is the receiver. The interactivity on social media platforms creates one more layer of consentive messages that may create a desire to consume. This time, the users, intentionally or unintentionally, may create emulation and desire to consume on other users with their shares on social media.

There are different kinds of social media and the number of them is growing day by day. Blogs, microblogs, wikis, social networking sites, content sharing sites and mix of these categories are examples of the social media. Every genre has different features, focus and target users. As one of the platforms of social media, Instagram is a content sharing platform which let the users share photographs and videos. It is also a social networking platform as it lets the users to have contacts, keep in touch with other people, and interact with the contents by liking, commenting and posting them on their personal pages. It is one of the most effective social media platforms since it has around 1 billion users all over the world. These factors make it a target promotion source for businesses and corporations in terms of sending consuming messages. As mentioned before, not only the businesses/corporations, but also the users themselves may send consuming messages via their posts.

The purpose of this study is to investigate the emphasis of consumption and consuming messages through the perception of Instagram users living in the city of Düzce, Turkey. To reach this main aim, a quantitative research was designed in which data were collected with a questionnaire designed by the researcher. A total of 675 participants who are above 18 years old and live in Düzce attended the survey. The data were analyzed, and the findings were presented in comprehensible tables in the Findings section. The summary of the findings is listed below:

- Instagram is used by most of the participants for more than 5 years (20,8%). And 20% of the participants reported that they have been using Instagram for 3-4 years. It shows that people like Instagram so that they used it for a long period of time.

- The results show that most people (27,7%) login Instagram more than 15 times a day. However; it is also evident that the majority of the people (57,7%) spend 1-10 minute in each login. Also, 25,7% of the participants use Instagram between 30 and 60 minutes, 23,6% of the participants use it for less than 30 minutes in total daily. It can be inferred from this data that people have an urge to check their accounts and friends on Instagram, but it doesn't take a long time. This shows that a quick look is enough to catch up with the updates on the platform. Maybe, this practicality is the key element that makes it so popular.

- The most popular types of content the participants follow are comedy (52%), followed by food (44,6 %), Tv and movies (42 %), sports (39,4), beauty (33%) and art (31,6). And the least popular types of content are other (5,4) category which involves education (n: 12), recipes (n: 5), football (n:3), no response (n:7) and religion (16,8). It is clear from this result that people's main motive of Instagram use is to entertain, develop themselves, and follow their interests and the latest trends.

- No significant difference was found between males and females in terms of the total time they spend on Instagram. Both genders spend almost equal time on the platform.

- A significant difference was found between participants' level of education and the total time they spend on Instagram. According to the results, it was found out that high school graduates and university graduates spend the most time on Instagram daily.

- It was found that the occupation of the participants has an effect on the total time they spend on Instagram. According to the analysis results, students are the group spending the most time on Instagram. The rest of the participants other than students tend to spend less time compared to students. Since students are the group who have the most free time, it can be said that having more leisure time is a cause to spend more time on Instagram. This result is an evident to prove Hypothesis 2 which suggests 'The more leisure time the people have, the more time they spent on Instagram.'

- The results show that having more followers on Instagram is a reason for spending time on the platform. According to the results, it was evident that the more

followers the participants have on Instagram, the more time they tend to spend on the platform. Thus, Hypothesis 10 which suggests 'Having more followers on Instagram is a reason to spend more time on the site.' is accepted.

- According to the results, it was clear that young participants spend more time on Instagram. 18-25-year-old participants spend the most time daily on the platform. There is a negative correlation between the total time spend on the platform and the age of the participants. The younger the participants, the more time they spend on Instagram daily. With this statistical data, the hypothesis 3 which states 'Young people use Instagram more compared to old people.' is supported.

- No significant difference between monthly income of the participants and the total time they spend on Instagram. All the levels of income have similar distributions of time spent daily.

- After the factor analysis, three subdimensions of the questionnaire was detected, and they were named as 'Creating / Exposition to Consuming Messages', 'Instagram Sharing Experience', and 'Tendency to Popularity'. The three subdimensions were analyzed in terms of differences between demographic features of the participants such as gender, age, level of education, occupation, level of income. Also, the subdimensions were analyzed in terms of differences between the Instagram using habits of the participants such as duration of Instagram use, total time spent on Instagram daily, number of Instagram logins daily, and the time spent on each login.

- It was found out that 'Creating / Exposition to Consuming' and 'Instagram Sharing Habits' do not differentiate between gender. However, the results showed a statistically significant difference between males and females in terms of 'Tendency to Popluarity'. Women were found to have more tendency towards being popular on Instagram compared to men. Also, women tend to follow celebrities and influencers more than men on Instagram.

- It was found that different age groups do not differentiate in terms of creating and exposition to consuming messages, and tendency to popularity. It can be said that people across all ages in the study were found to create and be exposed to consuming messages more or less at the same level. Also, age groups do not differentiate significantly in terms of their tendeny to popularity. However, in

terms of 'Instagram Sharing Habits', it was evident that as people get older, they tend to be less active on Instagram. Young people were found to be more active in terms of Instagram use.

- It was found that creating and exposition to consuming messages and tendency to popularity do not differentiate in terms of the education level of the participants. However, people with different levels of education have different Instagram sharing habits. According to the results, primary school graduates have lower level of sharing habits on Instagram. The other groups do not differentiate significantly. This result suggests that more active use of Instagram requires a level of education higher than primary school level.

- Monthly income variable was found to cause no difference in any of the subdimensions of the questionnaire. This result suggests that people of all income levels are affected by the consuming messages of Instagram more or less at the same level. They also have similar Instagram sharing experiences, and their perception of and tendency to popularity on Instagram are similar.

- The duration of Instagram use was found to influence 'Creating/Exposition to Consuming Messges' subdimension of the questionnaire. According to the analysis results, the duration of Instagram use is positively correlated with creating and exposition to consuming messages. The more the duration of use, the more the creation and exposition to such messages. However, participants' tendency to popularity did not have a significant relationship with the duration of Instagram use. Lastly, it was found that the Instagram sharing habits of the participants has a significant relationship with duration of Instagram use. Accordingly, the group with the least sharing experience is the people who use Instagram for less than 1 year. It can be understood from this result that getting accustomed to Instagram and using it actively may take up to 1 year.

- As the analysis results show, the total time spent on Instagram daily influences on all the subdimensions of the questionnaire. According to the results, that people who spend less than half an hour on Instagram create and are exposed to less consuming messages compared to people who spend 30 minutes to 1 hour, 2-3 hours and more than 3 hours. It is evident from these results that the hypothesis 4 which suggests 'The amount of time spent on Instagram has a positive correlation

with the amount of exposition to consuming messages.' is accepted. As for tendency to popularity, the analysis results indicate that the more time people spend time on Instagram, the more tendency they have towards popularity on Instagram. Lastly, Instagram sharing experience is significantly related with how much people spend on Instagram daily. People who spend less than half an hour have less sharing experience compared to people who spend 30 minutes to 1 hours, and 2-3 hours, 1 to 2 hours, and 2-3 hours. People who spend 30-60 minutes have less sharing experience compared to people who spend 1-2 hours and 2-3 hours.

- According to analysis results. people who log in Instagram 1-3 times a day is the group who create/are exposed to consuming messages the least on Instagram. People who log in Instagram 4-6 times a day follow this group. Also, it was found that the more time they log in Instagram, the more sharing experience they have on Instagram. Instagram sharing experience is significantly related to how many times a person logs in Instagram. People who log in Instagram 1-3 times a day have less sharing experience compared to people who log in 6-9 times, 10-15 times, and more than 15 times. People who log in 4-6 times a day have less sharing experience on Instagram compared to people who log in 10-15 times and more than 15 times. People who log in 6-9 times have less sharing experience compared to people who log in more than 15 times.

- It was found that people who spend 11-20 minutes and 31-60 minutes have created and been exposed to consuming messages more than people who spend 10 minutes at each login. There is no statistically significant difference found on 'Tendency to Popularity' in terms of time spent on each login. Finally, Instagram sharing experience is significantly related with how much time people spend on Instagram on each log in. People who spend 1 to 10 minutes on each login have the least sharing experience compared to people who spend more time on each login.

The era we live is the era of communication and self expression. The communication feature of our time is the result of mass communication tools such as newspapers, radio and television. However; the self expression feature of our time is the result of the Internet and social media tools such as Instagram, Facebook, Twitter and YouTube. With billions

of users worldwide, social media sites have been the most popular platforms on the Internet. The users have the control of what to share and what to follow on these platforms, in other words, they are the sources and the targets of all kinds of messages. However, companies and advertisements have always followed crowds wherever they gather since the beginning of mass media in an effort to promote what they serve and produce, and they have been actively using social media tools along with ordinary people. Furhtermore, ordinary users may share posts which encourage and emulate other users into consuming similar to the ones from professionals. According to the results of the thesis, some reccomendations are given for both ordinary users to use Instagram more consciously and companies and advertisers to use the platform more effectively for promotion purposes.

- The findings show that most of the people log in Instagram more than 15 times daily, but they spend a little time on each login. It is evident that, they quickly catch up with the latest updates and log out. The users need to be aware of how much time they spend on Instagram. Apparently, spending more time on the platform causes more exposition to consuming messages. Companies and advertisers, thus, have a little time to promote their products and services. The advertisements and promotions should be eye-catching and short to take attention quickly.

- The users need to be careful about what they share, especially when they use hashtags and location information because it is possible for them to advertise services, products and places intentionally or unintentionally.

- According to the results, comedy, food, TV and movies, sports, beauty and art are among the most preferred types of content among Instagram users. The companies in these sectors have higher chance to promote services and products on Instagram.

- The findings reveal that high school and university graduates are the most active users of Instagram. Furthermore, young people use Instagram more than old people. Thus, it is better for companies and advertisers to prepare more promotions and advertisements towards young people with higher level of education.

- According to the results, students are the group who spend the most time on Instagram. This fact also suggests that, the more leisure time the users have, the more time they spend on the platform. Apparently, people do not have enough time to spend time on the platform. Instagram needs to encourage the users to log on the platform by making it more practical and less time consuming to use.

- The findings show that people with more followers spend more time on Instagram compared to people with less followers. However; popularity (influencers and celebrities) on Instagram is not an attractive thing for the users (at least in this research). Still, using celebrities and influencers may be effective for companies and advertisers to promote their services and products. However; the result of this research indicate that advertisers and companies need to find other ways for promotion.

Summary of the Hypotheses

Table 49: Summary of the Hypotheses

Hypotheses	Result
H1: Instagram is a platform that encourages people to consume.	**Accepted**
H2: The more leisure time the people have, the more time they spent on Instagram.	**Accepted**
H3: Young people use Instagram more compared to old people.	**Accepted**
H4: The amount of time spent on Instagram has a positive correlation with the amount of exposition to consuming messages.	**Accepted**
H5: People autonomously advertise or promote products, places or services with their posts.	Rejected
H6: Instagram creates and gathers people with similar interests.	**Accepted**
H7: Instagram is a platform that influences people's desires and choices.	Rejected
H8: People desire to own the products that celebrities promote on Instagram.	Rejected
H9: Having more followers on Instagram is a sign of prestige.	Rejected
H10: Having more followers on Instagram is a reason to spend more time on the site.	**Accepted**
H11: People do not prefer to share their ordinary lives, they prefer to share their special moments.	**Accepted**
H12: Instagram is a platform where homogenization occurs in terms of lifestyles, hobbies, interests and the contents produced.	**Accepted**
H13: Instagram is a platform that direct fashion.	Rejected
H14: Having likes and/or positive comments on a post encourages users to post more.	Rejected

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APPENDICES

Appendix 1: The Questionnaire of Research

Değerli Katılımcı,

Bu anket, **"Medya Araçlarının Tüketim Alışkanlıkları, Tercihleri ve Amaçları Üzerindeki Etkisi – Düzce İli Örneği"** başlıklı **'Yüksek Lisans Tezi'** için veri toplamak amacıyla hazırlanmıştır. Bu çalışmaya katılmak tamamen gönüllülük esasına dayanmaktadır. Çalışmanın amacına ulaşması için sizden beklenen, bütün soruları eksiksiz, kimsenin baskısı veya telkini altında olmadan, size en uygun gelen cevapları içtenlikle verecek şekilde cevaplamanızdır. Bu bakımdan desteklerinizi esirgemeyeceğinize olan inancımızla, katkılarınız için şimdiden teşekkür ederiz. Bu çalışmadan elde edilecek bilgiler tamamen araştırma amacı ile kullanılacak olup kişisel bilgileriniz gizli tutulacaktır, ancak verileriniz yayın amacı ile kullanılabilir.

Lütfen size uygun gelen cevabın önündeki kutucuğa seçim işareti X koyunuz.

1.	**Yaş**		18-25		26-30		31-40
			41-50		51-65		66 ve üzeri
2.	**Cinsiyet**		Kadın		Erkek		
3.	**Eğitim Durumu**		İlköğretim		Lise		Lisans
			Önlisans		Yüksek Lisans		Doktora
4.	**Meslek**		Öğrenci		Kamu personeli		Özel Sektör
			Esnaf		Diğer (_____)		
5.	**Aylık Gelir Durumu**		Gelirim yok.		2000 TL ve altı		2001-3000 TL
			3001-5000		5001-10000		10000 TL ve üzeri
6.	**Instagram kullanıyor musunuz?**		Evet		**Hayır (Anketi burada sonlandırınız.)**		
7.	**Instagramı ne kadar süredir kullanıyorsunuz?**		1 yıldan az		1-2 yıl arası		2-3 yıl arası
			3-4 yıl arası		4-5 yıl arası		5 yıldan fazla
8.	**Instagram'a günlük kaç defa giriş yaparsınız?**		1-3 defa		4-6 defa		6-9 defa
			10-15 defa		15 defadan fazla		
9.	**Her bir oturumda Instagram'da ne kadar süre harcarsınız?**		1-10 dakika arası		11-20 dakika		21-30 dakika
			31-60 dakika		61 dakika ve üzeri		
10.	**Instagram'da günlük toplamda ne kadar süre harcarsınız?**		Yarım saatten az		Yarım saat 1 saat arası		1-2 saat arası
			2-3 saat arası		3 saatten fazla		
11.	**Instagram'da hangi konu başlığındaki görsel ve videoları izlemekten hoşlanırsınız? (Birden fazla seçebilirsiniz.)**		TV ve Filmler		Güzellik, Stil ve Dekorasyon		Yemek
			Oyun		Siyaset		Spor
			Sanat		Güldürü		Seyahat
			Hayvanlar		Din		Diğer (_____)
12.	**Instagram'da kaç takipçiniz var?**		1-500		501-1000		1001-2000
			2001-5000		5001-10000		10001 ve üzeri

	İFADELER	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
1.	Instagram'da kendimin de bulunduğu fotoğraflar ve/veya videolar paylaşırım.	[1]	[2]	[3]	[4]	[5]
2.	Instagram'da kendimin de bulunduğu fotoğraflar paylaşacaksam fotoğrafların güzel olması için özenirim.	[1]	[2]	[3]	[4]	[5]
3.	Gündelik hallerimi Instagram'da paylaşırım.	[1]	[2]	[3]	[4]	[5]
4.	Paylaşımlarımın beğenilmesi ve/veya çok yorum alması beni mutlu eder.	[1]	[2]	[3]	[4]	[5]
5.	Paylaşımlarım çok beğenilirse ve/veya çok yorum alırsa daha çok paylaşım yapmak isterim.	[1]	[2]	[3]	[4]	[5]
6.	Instagram'da takipçi sayımın artmasını isterim.	[1]	[2]	[3]	[4]	[5]
7.	Instagram'da takipçi sayısı yüksek olan kişilere özenirim.	[1]	[2]	[3]	[4]	[5]
8.	Instagram'da ilgi alanlarımla alakalı sayfaları takip ederim (el işi, kahve, anne-bebek, arabalar, teknoloji vb.).	[1]	[2]	[3]	[4]	[5]
9.	Instagram'da ilgi alanımla alakalı paylaşımlarda bulunurum.	[1]	[2]	[3]	[4]	[5]
10.	Instagram'da gördüğüm bazı paylaşımlar beni eğlendirir.	[1]	[2]	[3]	[4]	[5]
11.	Bazı Instagram paylaşımlarına imrenirim ve paylaşımı yapan kişilerin yerinde olmak isterim.	[1]	[2]	[3]	[4]	[5]
12.	Gezmeye gittiğim yerleri Instagram'da paylaşırım.	[1]	[2]	[3]	[4]	[5]
13.	Instagram paylaşımlarımda tanıtıcı etiketler (#) kullanırım.	[1]	[2]	[3]	[4]	[5]
14.	Tatile çıktığım zaman Instagram'da daha çok paylaşım yaparım.	[1]	[2]	[3]	[4]	[5]
15.	Instagram'da ünlü kişileri takip ederim.	[1]	[2]	[3]	[4]	[5]
16	Instagram'da ünlü kişilerin tanıtımını yaptıkları ürünlere ve/veya hizmetlere sahip olmak isterim.	[1]	[2]	[3]	[4]	[5]
17.	Modayı Instagram'dan takip ederim.	[1]	[2]	[3]	[4]	[5]
18.	Giyim ürünlerinin Instagram'da reklamının yapılması veya Instagram paylaşımlarında çokça görülmesi o ürünlerin moda olduğunu gösterir.	[1]	[2]	[3]	[4]	[5]

19.	Instagram paylaşımlarında sıklıkla gördüğüm giyim ürünlerine sahip olmak isterim.	[1]	[2]	[3]	[4]	[5]
20.	Instagram'da gördüğüm mekanlar (restoran, kafe, tatil yeri, müze, sinema vb.) bende orada bulunma isteği uyandırır.	[1]	[2]	[3]	[4]	[5]
21.	Herhangi bir mekana (restoran, kafe, tatil yeri, müze, sinema vb.) gittiğimde Instagram paylaşımı yapacaksam bulunduğum mekanın bilgilerini de paylaşırım.	[1]	[2]	[3]	[4]	[5]
22.	Ünlü mekanlardayken (restoran, kafe, müze vb.) Instagram paylaşımı yapacaksam mekan bilgilerini paylaşırım.	[1]	[2]	[3]	[4]	[5]
23.	Nereye gideceğime (kafe, restoran, tatil yeri, alışveriş merkezi vb.) Instagram üzerinden araştırma yaparak karar veririm.	[1]	[2]	[3]	[4]	[5]
24.	Intagram'da kullanıcıların benzer paylaşımlar yaptıklarına inanırım.	[1]	[2]	[3]	[4]	[5]
25.	Instagram'da belli ürünler ve/veya hizmetler ve akımlar (tatil, çay, kahve, gezi, spor giyim, sağlıklı yaşam vb.) moda olur.	[1]	[2]	[3]	[4]	[5]
26.	Instagram'da popüler olan paylaşım akımlarına ben de katılmaya çalışırım.	[1]	[2]	[3]	[4]	[5]
27.	Instagram'daki bazı paylaşımları görünce reklam izliyormuş hissine kapılırım.	[1]	[2]	[3]	[4]	[5]
28.	Instagram'da gördüğüm ürünler ve/veya hizmetler bende satın alma isteği uyandırır.	[1]	[2]	[3]	[4]	[5]
29.	Satın almaya niyetlendiğim ürünleri Instagram'dan araştırırım.	[1]	[2]	[3]	[4]	[5]
30.	Instagram paylaşımlarında gördüğüm etkinlikleri (kamp yapma, yürüyüş, parti, tırmanış, yemek yeme, kahve içme vb.) ben de yapmak isterim.	[1]	[2]	[3]	[4]	[5]

Appendix 2: The Sample of Ethics Comitee Decision

Evrak Tarih ve Sayısı: 08/11/2019-E.14141

T.C.
SAKARYA ÜNİVERSİTESİ REKTÖRLÜĞÜ
Etik Kurulu

Sayı : 61923333/050.99/
Konu : 17/15 Engin DAĞDEVİREN

Sayın Engin DAĞDEVİREN

İlgi : Engin DAĞDEVİREN 31/10/2019 tarihli ve 0 sayılı yazı

Üniversitemiz Sosyal ve Beşeri Bilimler Etik Kurulu Başkanlığının 06.11.2019 tarihli ve 17 sayılı toplantısında alınan "15" nolu karar örneği ekte sunulmuştur.
Bilgilerinizi rica ederim.

Prof. Dr. Bayram TOPAL
Etik Kurulu Başkanı V.

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CURRICULUM VITAE

Engin Dağdeviren was born on 09.01.1989 in Kırşehir. He completed his primary, secondary and high school education in Kırşehir. He graduated from Akdeniz University English Language Teaching Program in 2011. After graduation, he started working as a lecturer at Düzce University Hakime Erciyas School of Foreign Languages and has been working there since 2011. He is a graduate student at the Department of Communication Design and Media at Sakarya University Institute of Social Sciences. He is married and has two children.